THE JOHN CRERAR
NOV 2 193
LIBRARY

BROADCASTING

combined with

Broadcast Advertising

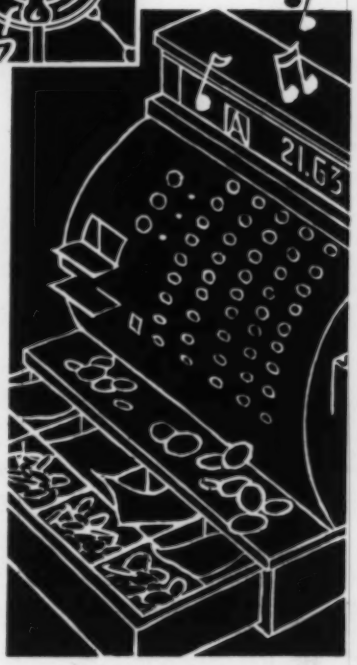
Published Semi-Monthly

Vol. 5 No. 9

WASHINGTON, D. C.
NOVEMBER 1, 1933

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy



Jean Abbey proves traceable Sales Results over WOR . . .

CASH REGISTERS OF NEW YORK DEPARTMENT STORES ring merry tunes whenever Jean Abbey broadcasts her shopping news over WOR. Jean Abbey is Shopper-Reporter for the Woman's Home Companion. Each week she shops a leading Department Store—visits every department—finds out what merchandise is being featured. Then—over WOR—she tells what she has seen. It makes fascinating news to the women. And substantial sales* for the stores.

Says Mr. A. L. Martin of the Geyer-Cornell Agency—"It is gratifying to our client and ourselves that the popularity of these broadcasts seems to increase each week. WOR seemingly has a tremendous woman audience, and best of all, this audience has the money to buy!"

No doubt about it, Mr Martin! Remember over 400,000 "Companion" subscribers are in the WOR area!

*For example, Jean Abbey mentioned a special offering of rugs. 250—the entire lot—were cleared within 48 hours! One store hadn't sold a certain carpet sweeper in months. But the moment Jean Abbey made her WOR audience carpet-sweeper conscious, women BOUGHT! Similar results—week after week — with all kinds of merchandise—jar rings to washing machines—egg beaters to baby grands!

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC., Newark, N. J.

New York Business Office: 1440 Broadway

Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

Scoring

FOR CLIENTS

The "pay-off" in football or radio advertising is on the score. In football it's touchdowns, in radio advertising, results. And teamwork plays an important part . . . The seventeen stations we represent are better stations because of their relationship to each other. The benefits of teamwork in planning, producing and merchandising winning commercial programs are theirs through the NBC Local Service Bureau. Their "scoring" records are high. What they have done for clients foretells what they can do for you . . . Contact the nearest office. That's the signal for our whole team to go into action.

NBC LOCAL SERVICE BUREAU

E W Y O R K • C H I C A G O • SAN FRANCISCO

E A F & W J Z W M A Q & W E N R K P O, K G O & K Y A

TON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL

TTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

XUM

DOL-

LAR FOR DOLLAR

WCKY is the advertiser's Best Buy in the Cincinnati market.

L. B. Wilson

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

VOL. 5 NO. 9 WASHINGTON, D. C. NOVEMBER 1, 1933 $3.00 PER YEAR—15c A COPY

Broadcasting Code Approval Seen Shortly

By SOL TAISHOFF

Adoption of 48-Hour Week With Reservation is Forecast; Drastically Revised Document Still Has Teeth

THE CODE of fair competition for the broadcasting industry, to be administered by a representative group of broadcasters but placing all stations under the aegis of Uncle Sam in the conduct of their businesses, probably will be in full force within a month.

With the expected adoption of a 48-hour week for technical men, subject to modification if the provision works an undue hardship, the way will be cleared for submission of the code for President Roosevelt's signature, via the National Recovery Administration. This is the last remaining obstacle. It had been agreed previously that no effort would be made to include in the code wage and labor provisions for radio artists and performers. The code, however, provides that a full study of the question will be undertaken.

Up to Roosevelt

WHILE drastically revised from its form as originally submitted to NRA Aug. 29 through the NAB, the code will retain most of its teeth insofar as the business management of stations and their dealings with agencies and advertisers are concerned. As now written it outlaws rate-cutting, lotteries or gift enterprises, acceptance of per inquiry business, song-plugging and similar practices. All changes in business practices will be subject to scrutiny by the code authority ultimately to be established. A stipulation in the original draft condemning as unfair trade practice the payment of excessive commissions for business has been eliminated as unworkable.

As BROADCASTING went to press, the sweeping document was in the hands of Deputy Administrator Dr. A. Rosenblott, who has been in charge of the code negotiations. The code must yet negotiate the various divisions and boards of NRA before it reaches Administrator Johnson, and, finally, the White House. It is confidently expected, however, that no further complications will develop. The code becomes effective 10 days after the President signs it.

Sets Up Temporary Board

IN DIRECT charge of all the code negotiations for the industry are John W. Guider, Washington attorney and NAB code counsel, and Philip G. Loucks, NAB managing director, acting with the NAB code committee created by President Alfred J. McCosker several months ago. Also active in these discussions have been John Shepard, III, Yankee network, designated as special industry advisor to Deputy Rosenblatt; James W. Baldwin, former secretary of the Radio Commission, NRA industry advisor, and Edward N. Nockels, director of WCFL, Chicago Federation of Labor station, and labor advisor to Mr. Rosenblatt.

The code would set up a temporary authority to cooperate with NRA in the administration of the economic statute. This board would be made up of six NAB members and three non-members, and would serve until a permanent agency is organized with NRA approval.

NAB Seen in Control

THE TEMPORARY board tentatively comprises Mr. Baldwin, Mr. Nockels and Emil J. Denemark, WEDC, Chicago, as non-NAB members, and Mr. McCosker, Mr. Shepard, Frank M. Russell, NBC Washington vice president; Henry A. Bellows, CBS Washington vice president; Isaac Z. Buckwalter, WGAL, Lancaster, Pa., and John Elmer, WCBM, Baltimore, as NAB members. Mr. Baldwin is expected to become the executive officer of the code authority.

Under NRA procedure, this temporary board would have the right to organize itself and to find means of financing its activities. While no specific provision is made, it seems logical that the permanent code authority ultimately will be constituted within the NAB itself. A membership drive now is being made by that organization to bring in non-members, who will be subject to the provisions of the code and the direction of the code authority whether or not they join the trade association. Less than half the 600 stations are now NAB members, but the members do some 85 per cent of the total broadcasting business.

The administration provisions of the code, setting up the temporary code authority, specify that on the two controversial questions of hours and wages for radio artists and broadcast technicians, investigations shall be made. In connection with the former, it is stipulated that an investigation shall be made after which the code authority shall report to the administrator. In the case of broadcast technicians, it is provided that the code authority shall investigate the hours, wages and working conditions and their relation to general conditions within the industry, and that a report shall be submitted to the administrator within 90 days from the code's effective date.

To Ask For Data

A PROVISION also empowers the code authority to require such reports from stations as it may consider necessary to advise adequately on the provisions of the code with the administrator. This provision is likely to result in the introduction of a cost accounting system for all stations. The temporary code authority finally is instructed to recommend to the administrator a permanent form of organization for the administration of the code.

The original proposed code submitted by the NAB suggested that the NAB board of directors administer its provisions.

As to hours of labor, the code carries virtually all of the original provisions. The 40-hour week is specified for all classes of employes other than managerial or executive, outside salesman, employes on emergency maintenance and repair work, broadcast tech-

No More Sparing the Rod

GET ME THAT HICKORY STICK!!!
NOW YOU'RE HOME, SEE WHAT YOU CAN DO WITH 'EM- THEY ALL NEED A GOOD SPANKING!!
wit special permission of the copyright owner
RADIO
RADIO INDUSTRY
RATE CUTTER
UNFAIR TAX
TIME CHISELER
ASCAP
THORNTON FISHER—33

NEWS NOTE: President Roosevelt's use of the word "chiseler" twice in his radio speech Oct. 22 elevates that word from slang to colloquialism and means that it may now be used in polite conversation, according to Frank H. Vizetelly, the noted lexicographer.

nicians and persons employed on special event programs.

Employes in a managerial or executive capacity, including announcers, production men and chief operators, who receive more than $35 a week, or those in the same status at stations which on July 1, last, employed not more than ten persons regularly at more than $25, are exempt for the maximum hour provisions. Also in this category are outside salesmen, and men on emergency maintenance and repair work.

Hours of Technicians

BROADCAST technicians, it is now indicated, will work a maximum of 48 hours a week. Persons on special event programs of public interest are exempted from the 40-hour week with the proviso that the maximum hours of work shall not exceed an average of the number of hours prescribed for their class of work during any six weeks' period.

The wage provisions specify a minimum of $40 a week for operators and control men at any clear channel or high power regional station; a minimum of $30 for those at clear channel part-time or low power regionals, unless the station on July 1, last, regularly employed not more than three such employes, in which case the minimum shall be $20; and a minimum of $20 a week at low power part-time regional, local unlimited or local part-time stations. Apprentices, who can be employed for periods not to exceed one year, will draw not less than $12 per week.

Minimum pay for announcers and program production employes is placed at $20 a week, except at stations where not more than ten persons were regularly employed last July at a minimum of $15 a week. None of the pay scales applies to salesmen working on commission only.

General Labor Provisions

THE GENERAL labor provisions of the code are similar to those in all other codes. For general and routine employes, the customary minimum of $15 a week is prescribed for stations in cities of over 500,000 population. This minimum scales down, in proportion to population subdivisions, to $12 a week in towns of less than 2,500.

Rate-cutting, an evil admittedly indulged in by numerous stations in the past, is prohibited without reservation in the trade practice provisions. Each station or network is required to file with the code authority a schedule of all rates, together with all discounts, rebates, refunds and commissions to be allowed to users of time or to their recognized agents. It is specified that no rate card stipulation shall be modified until 30 days after the filing with the code authority of the proposed modifications. Absolute adherence to rate card is made mandatory.

Charges for the use of broadcasting time at special rates may be made, it is provided, if a full written statement covering the rates and conditions is filed immediately with the code authority, which shall be authorized to publish such statement in full.

Attempts to evade provisions of the code through offer or payment of excessive or unearned commissions, discounts, rebates, refunds, gratuities or free time (other than legitimate program announcements) and any business done on a per-inquiry or percentage basis, unless rates, terms and conditions on which such business is accepted are specified in the rate card, are deemed unfair trade practices.

Another trade practice provision of importance to the business of broadcasting specifies that no station or network shall supply commercial programs, special technical facilities, including outside pickups or wire lines, at less than actual cost to it of this special service or facilities "unless a full written report is filed immediately with the code authority." In no event, this provision adds, shall such facilities be supplied below cost for the purpose of evading the code.

A similar clause covers the sale or furnishing to any advertiser or agent for commercial programs, talent, special recordings, literary or musical rights of any sort, not provided for in the rate card, at less than the actual cost unless a full statement is given the code authority.

Bars Song Plugging

GENERAL provisions of the code specify, among other things, that broadcasters shall not defame or disparage competitors, that broadcasters shall not make claims which cannot be substantiated, that no station shall become party to "song-plugging" and that stations will not knowingly permit lottery or gift enterprise broadcasts.

At the instance of the American Federation of Musicians, there is included in the code a provision labeling as an unfair practice the interpolation of commercial announcements between sustaining programs utilizing the services of any band or orchestra, which has the effect "to create falsely the impression that the music is furnished or paid for by any person or firm other than the actual employer of such band or orchestra."

Striking at unlicensed or "outlaw" broadcasting stations, the code specifies that it shall be an unfair trade practice for any broadcaster to broadcast without being duly authorized by the federal government.

Guard Against Conflict

TO GUARD against any conflict between the authority of the Radio Commission over stations and that of the NRA, the code provides that nothing in it shall be construed as authorizing or consenting to the imposition of any licensing requirement on broadcasters other than those imposed by the Radio Act, or as permitting or consenting to injunction proceedings which would restrain the operation of any broadcaster or network, or as requiring any station to violate any provision of the Radio Act, or as a waiver of any other right under the constitution.

Together with Deputy Administrator Rosenblatt's report to his chief, General Johnson, will go the reports of his advisors—Messrs. Baldwin, Shepard, Nockels, L. M. Smith, legal advisor, and G. A. Renard, consumer advisor.

After the code becomes operative, Deputy Rosenblatt still will have immediate supervision over its enforcement by virtue of his designation, on Oct. 25, to the permanent post of deputy administrator in charge of all amusement industries. He will report directly to General Johnson.

District Units Planned

UNDER this permanent organization, a new compliance division has been created within NRA, and pending the appointment of a national compliance director, General Johnson himself will act in that capacity. This division is charged with the adjustment of complaints of violations of codes or re-employment agreements. Cases which cannot be adjusted will be referred to the Federal Trade Commission or to the Attorney General.

It is understood that the compliance division will organize a regional code compliance system. Until this is done, district managers of the Department of Commerce have been designed to serve as district compliance directors. It is provided that complaints of violations of permanent codes shall be filed with the district directors for the district in which the alleged violation is committed.

Also set up under the permanent NRA organization is a trade association division, headed by General T. S. Hammond, which will prepare plans for and advise the trade associations regarding industrial self-government.

With the establishment of the code, it is estimated by the NAB that there will be a voluntary increase of some 765 in the number of persons regularly employed by American stations and an increase in existing payrolls of at least $1,328,000 a year. In a statistical statement filed with NRA along with the proposed code, NAB declared that the industry as of last July, employed approximately 11,000 persons and had an annual payroll of nearly $21,000,000.

A Confusion of Titles

BROADCASTING MAGAZINE, combined with "BROADCAST ADVERTISING," published in Washington, D. C., is in no way connected with any other periodical of the same or similar title. It has been called to our attention that a general-circulation medium with a like name, published in New York, has been soliciting stations for free time in connection with a "School of the Air" project. That periodical is in no way connected with this one, which is purely a trade paper circulating almost exclusively among radio advertisers, advertising agencies, stations and others interested in the business of broadcasting.

NBC Restores Pay Cut

EFFECTIVE Nov. 1, NBC is restoring a 10 per cent salary cut to all employes who were on the payroll as of April 1 this year, Richard C. Patterson, Jr., executive vice president, announced Oct. 24. NBC employes had their first 10 per cent cut July 1, 1933, and the second last April 1.

Non-Net Revenues For August Slump $339,395 Off July

Second NAB Statistical Report Shows Gross of $1,753,504

NON-NETWORK gross advertising revenues of all U. S. broadcasting stations during August amounted to $1,753,504 as compared to $2,092,899 during July, according to the second NAB Statistical Service report issued Oct. 19. The August gross for national spot and local time compared with gross income to the two major national network organizations that month amounting to $1,907,481 and with gross income to the regional networks amounting to $32,262.

Total expenditures during the month for broadcast advertising as a whole were $3,693,246, which compares with $37,790,096 in newspapers, $6,644,831 in magazines and $373,134 in national farm papers, according to the NBC. The radio total declined from $3,918,441 in July, the first month of the issuance of the NAB statistics, and the NAB explains that all of the decline was in the field of individual station business.

Local Business Leads

THESE STATISTICS calculated by Dr. Herman Hettinger, economist of the University of Pennsylvania, from confidential monthly reports received from stations and networks, are to be issued each month as soon after their compilation is possible. They are projected forward from statistics submitted by stations known to be doing at least 25 per cent of the total radio business in the United States.

Local business, according to the August report, represented by far the greatest amount of revenue for stations during August, being divided as follows:

Type of Rendition	*August National Spot*	*Gross Receipts Local*
Elec. transcriptions	$200,154.00	$62,447.00
Live talent programs	167,799.00	650,808.00
Records	3,299.00	46,959.00
Spot announcements	176,272.00	445,766.00
Total	$547,524.00	$1,205,980.00

Class Divisions

THE WAY the August national spot and local business was divided among various classes of stations is shown in the following table:

Power of Station	*Gross Receipts*
Over 5,000 watts	$772,736.00
2,500-5,000 watts	224,241.00
250-1,000 watts	560,790.00
100 watts and under	195,737.00
Total	$1,753,504.00

THE NEWLY elected board of directors of the NAB will hold its first meeting since the NAB convention last month at the Mayflower Hotel, Washington, Nov. 9. Formulation of a program for the ensuing year, consistent with the actions of the convention, will be undertaken.

Medicine Makers' View of the Tugwell Bill

By WM. P. JACOBS
Secretary-General Manager
Institute of Medicine Manufacturers

Unreasonable Authority is Seen for Agriculture Department; End of Advertising and Public Free Will Forecast

AS WAS TO BE expected, the proposed new Food and Drugs Act, explained by Assistant Secretary Tugwell in the September 15 issue of *BROADCASTING*, has aroused a storm of protests from the industries most vitally concerned. Last issue we carried an article by the president of the Proprietary Association. Now comes the general manager of the Institute of Medicine Manufacturers with an even more devastatingly critical detailed analysis of the legislation. Both agree that strict enactment of such measures would practically put an end to drug and self-medication advertising. The institute which Mr. Jacobs heads is supported by more than 100 of the leading prepared medicine manufacturers of the United States.

THERE have been numerous legislative attempts at the control of varying products and services over the past 50 years. One of the most notable attempts was the Food and Drugs Act, which has stood on the statute books of the United States over a period of many years, through adversity and prosperity, and has been of great service in the protection of public health.

Even an act, however, which has been so eminently successful as the present Food and Drugs Act was not a success from the very beginning. As is true with any legislative enactment aimed at regulation, the present Food and Drugs Act has been faced with the necessity of many changes, many clarifications and interpretations, in the courts and otherwise.

Act Has Changed

THE PAST 27 years have produced a series of interpretations of the act which were essential to its success, and essential to the well-being of public health. The present Food and Drugs Act was comparatively simple and specific in its authority and effect; and yet changing circumstances and unforseen problems have necessitated a radical revision of that act, until today it is notably different in its effect from its effect in the beginning.

Such will be the experience of any attempt at governmental regulation of manufacturing, distribution or advertising, of any product, no matter how specific the legislation may be in the beginning, nor how grave may appear to be the need thereof. The original Food and Drugs Act, if it was valuable in its original form, has become immensely more valuable by each interpretation added thereto, because clarification has made it more adaptable to existing conditions.

Testing Period Essential

IN VIEW of the experiences of the present Food and Drugs Act, it will obviously be unfortunate for industry, for the Department of Agriculture and for the public at large, if the suggested new legislative enactment has to go through the same testing periods and run into similar, or more extensive difficulties. Yet such will be the case of any attempt at regulative legislation. It is practically impossible to eliminate all "ambiguities and inferences" in any new legislation and to eliminate all need ot interpretations. And yet, unless it is done, the United States Government will be faced, over a period of many years, with some very expensive legal costs in bringing about the proper interpretation and application of its own authorities, and governmental costs will have to be paid by the general public—to say nothing of the enormous

Mr. Jacobs

cost which it will be necessary for industry to pay for the same purpose.

Fogs and uncertainty are the most serious problems to face, whether it is in aviation, in everyday life, in business or in government. Complicated attempts at legislative regulation, shrouded so thoroughly in uncertainties, "ambiguities," "inferences" and dense fog, as is the case with the suggested new legislative enactment S. 1944, sponsored by Dr. Royal S. Copeland, and popularly known as the Tugwell Bill, can result only in serious difficulty in the matter of enforcement, interpretation, and enormous, unnecessary expenses to all concerned.

Advertising Section

THE SUGGESTED new act for the regulation of the manufacture, distribution, and advertising of foods, drugs and cosmetics, is so lengthy and complicated in its text as to make a complete analysis of its advantages or disadvantages an impossibility in this article. It will be more interesting perhaps to the reader to study only a few of the phases of the subject which most drastically affect the interests of the general public, of advertising media and of manufacturers alike. Such a lengthy document will necessarily contain some favorable items, and some unfavorable ones; some which are wise, and some which are extremely unwise; some which are innocuous and some which are dangerous. The following discussion will cover the outstanding items which apparently contain elements of danger.

Section 9 (a) An advertisement of a food, drug or cosmetic shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food, drug or cosmetic.

This is a section designed to lay the foundation for the regulation of advertisements; a section which outwardly appears to be an effort to bring about truth in advertising.

No conscientious manufacturer in America objects to the principle of truth in advertising. Indeed, most of them vigorously favor and practice truth in advertising as far as they can determine it; but truth is a relative term, and difficult to measure with a yardstick, whether it be a legislative yardstick or otherwise.

A casual observer in the beginning would naturally raise the following questions as a result of reading this Section 9. If a more stringent regulation of advertising is needed, why is it necessary to confine the regulation merely to the food, drug and cosmetic industries? Why not have the provision cover all types of advertising, for it is obviously desirable that all type of advertising be truthful.

From a practical standpoint, it is clearly apparent from this section that no legislative provision can undertake to do the thing which this particular section is apparently designed to do. It states that an advertisement shall be deemed to be false if in any particular it is untrue. As a definition this phraseology may be wise. As a practical legislative regulation, it is "ambiguous" and as full of "inference" as any statement could be; and yet the same provision goes on to state that the advertisement is also false if it does by "ambiguity or inference create a misleading impression."

Present Law Better

THE PRESENT Food and Drugs Act has had an enormous amount of difficulty sustaining its own authority because of the indefiniteness of its phraseology, but as compared with this new section, the old Food and Drugs Act was a model of simplicity. This section intends to regulate advertisements which appear to be untrue by "ambiguity or inference," but in the very phraseology setting up the authority for such control or regulation there is found "ambiguity and inference, and misleading impressions." The wording of this section is itself the clearest indication of the grave difficulties which the Department of Agriculture will face in an effort to enforce such an indefinite sort of regulation.

And indeed, if this section could be properly applied, and if it were practical, is it indeed in the interest of public health that the United States Government should set up a department for the purpose of deciding between the true and the untrue, the ambiguous and the straightforward statement, the inference and the fact, the leading and the misleading impression? Would not such an effort represent the usurpation of the liberty of the individual, and the right of man to create his own impressions and his own decisions on such relative and indefinite matters?

Controversial Interpretations

FROM a practical standpoint, anyone who has followed advertising can readily appreciate the fact that a certain amount of liberal description and imaginative genius is necessary to paint the proper environment for the creation of sales. Such a provision as Section 9 would give rise to an unlimited amount of controversy as to the difference between fact and fiction, and would give rise to the most radical of differences in interpretation of the law; would encourage the gravest of misinterpretations, mistakes and even oppression in the application of the law, and would lay the field wide open for the practice of the most distasteful coercion and graft. Who can say what is true, and what is false? Statements which may appear ambigu-

(*Continued on page 40*)

Radio Not Limited By Liquor Ad Ban, Is Informal View

Cummings' Reed Amendment Opinion Held Unapplicable

LIQUOR advertising over the air apparently is in no wise affected by the Reed amendment, which has been held to prohibit the sending of liquor advertisements through the mails, according to informal views of federal officials expressed Oct. 27 after Attorney General Cummings had held such printed advertising illegal in dry states.

It was pointed out that the Reed amendment, approved in 1917, was written before the advent of broadcasting, and therefore cannot possibly cover it. Since broadcasting is interstate commerce, subject only to the jurisdiction of Congress and its licensing authority, it was stated that it appears that an act of Congress would be required to bar liquor advertising over the air, once the Eighteenth Amendment is repealed.

Up to P. O. Department

THE ATTORNEY General's ruling, handed down Oct. 26, was based on questions raised after the appearance of liquor advertisements in publications. The Reed amendment specifically prohibits that use of the mails for advertisements of intoxicating liquors in dry states. The Attorney General's ruling, therefore, means that the Post Office Department is responsible for enforcement of the Reed amendment until such time as Congress repeals it. Specifically, the Attorney General ruled that the repeal of the Eighteenth Amendment, expected before the end of the year, does not affect the Reed amendment.

Violation of the Reed amendment is punishable by fines up to $1,000 and imprisonment of not more than six months. It applies to periodical publishers and to advertisers. The Attorney General stated that if alleged violations are reported to the Department of Justice by the Postmaster General, his department would take "appropriate action."

May Call on Commission

AT THE Department of Justice it was stated that no quesion had been raised about radio advertising of liquors, and that, therefore, the Attorney General's opinion did not allude to it. An informal opinion was given that the radio advertising is not affected. At the Post Office Department it was stated that that agency has nothing whatever to do with radio. There again the informal view was given that the Reed amendment does not apply to radio.

While broadcasting stations, once the Eighteenth Amendment is repealed, presumably will not be affected by the Reed Amendment, they will, however, have to observe any state laws respecting such advertising. In other words, it was pointed out by qualified lawyers, stations which broadcast liquor advertising must guard against the same character of violation as confronts them under state libel and slander laws, which fall under the police powers of the states, rather than the powers of the federal government.

NRA Radio Tribute

GEN. HUGH S. JOHNSON, National Recovery Administrator, paid high tribute to radio and the willing cooperation of the networks in concluding his broadcast over NBC on Oct. 10. He said: "In closing, I want to say a word of thanks to the great broadcasting chains. I am informed that the cancellation of commercial programs necessary to clear this half hour has cost them many thousands of dollars. When we think of the willing eagerness of such sacrificial cooperation as this in an effort to make effective a great national purpose, and then turn to contemplate the obstructions of 'ten per centers'— the rules of radio do not permit adequate characterization."

McClelland Resigns As NBC Executive

Started With WEAF in 1922; To Continue in Radio

RESIGNATION of George F. McClelland as NBC vice president in charge of sales was accepted at a meeting of the network's directors Oct. 20. Mr. McClelland said that he intends to continue in broadcasting in an independent capacity, but he is not yet certain in what field. He promised a further statement of his plans Nov. 15.

Mr. McClelland

Mr. McClelland's connection with WEAF had been unbroken since 1922, when the American Telephone and Telegraph Co. placed him in charge of the station. He was the first to suggest the formation of program units to be named by advertisers, and the sale of time to such advertisers. He also was instrumental in having other stations linked with WEAF in the first experimental network hookups.

When A. T. & T. divested itself of WEAF in 1926, and the NBC was formed, Mr. McClelland was named executive vice president of the new system. He held this position until November, 1932, when Col. Richard C. Patterson, Jr., former Commissioner of Correction of New York state, took over the office. Mr. McClelland at first was known as assistant to the president, but later became vice president in charge of sales.

No announcement was available at NBC regarding the appointment of a successor, but Roy C. Witmer, eastern sales vice president, is at present in charge.

Earnshaw-Young Names Three Vice Presidents; Morgan Takes New Post

WALTER L. EARNSHAW, formerly associated with his brother Harry A. Earnshaw in the agency business in Boston and before that with the Curtis Publishing Co., has been appointed vice president of Earnshaw-Young, Los Angeles agency. He succeeds Ray R. Morgan. Earnshaw-Young also announces the appointment of Austin C. Ring, of Ring, Jones & Hare, New York, as vice president in charge of its New York office which has been opened at 220 East 42nd St.

L. D. Fernald resigned as vice president of Scott Howe Bowen, Inc., on Oct. 20 to become vice president in Earnshaw-Young's New York office.

Bowman, Deute, Cummings, Inc., San Francisco and Los Angeles agency, on Oct. 15, announced the appointment of Ray R. Morgan as Los Angeles vice president. Mr. Morgan is credited with the Chandu, Black & Blue, Omar Khayyam, and other widely known radio features.

First Liquor Account Is Reported by KMOX

WHAT IS CLAIMED as the first liquor account on the air was signed Oct. 14 by KMOX, St. Louis, with Brennan, Francis, Shaw & Roos, St. Louis distributor, calling for a series of nightly one-minute announcements which urge the ordering of liquors now to be delivered after repeal. Announcements also offer a refund plus 6 per cent if repeal does not come. Copy is much the same as that being placed in many newspapers by various liquor distributors seeking pre-repeal orders.

KMOX announces that it is preparing several shows for prospective liquor sponsors ready to go on the air as soon as repeal is declared, which is expected the second week in December. KMOX says it was the first in St. Louis to sign a beer account, Schott Brewing Co. starting on Aug. 15 with sport broadcasts and continuing them with good results for its Highland Beer.

NBC Promotes Three

PROMOTION of Mark J. Woods, treasurer and office manager of NBC in New York, to become assistant to the executive vice president, was announced Oct. 24 by Richard C. Patterson, Jr., executive vice president. Mr. Wood retains the post of treasurer also. R. J. Teichner has been elected assistant treasurer, and Quinton Adams, formerly in charge of RCA transcription contacts, has been appointed office manager.

Valley Forge Beer

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge beer) is placing spot announcements and buying some studio time on various northeastern stations. Account is handled by Richard A. Foley Advertising Agency, Philadelphia.

Musicians Protest NAB Disk Request

Federation Charges Industry With Seeking More Profits

A PROTEST against the electrical transcription resolution adopted at the NAB convention last month, petitioning the Radio Commission to eliminate the requirement that electrical transcriptions be so announced, was filed with the Commission Oct. 26 by the American Federation of Musicians.

In a seven-page memorandum bearing the signatures of Joseph N. Weber, president, and General Samuel T. Ansell, counsel, the federation charged that broadcasters and manufacturers of transcriptions "are openly combined to put one over on the public." After reciting how mechanical music devices, including radio, have caused serious unemployment in musicians' ranks, the petition asks that the resolution be rejected and the present restriction retained.

Predicts Higher Charge

THE RESOLUTION adopted by the NAB urged the Commission to alter the existing regulation so that electrical transcriptions made especially for broadcasting may be announced "merely as a production of the concern making such transcription."

"It is entirely clear," the federation informed the Commission, "that the resolution is motivated solely by anticipated profits to be charged by the manufacturers of electrical transcription programs and by the broadcasters using such programs. * * * Unless the Commission prevents, the people are to be deceived into silence and apparent satisfaction with what is cheapest and yields most profit to producer and broadcaster. In any event, not one word is said of public interest; if left to the broadcasters, the public can be made to take, and even to like, the cheaper stuff more and more of which this combination of producer and broadcaster has decided to give."

Claim is made that the NAB resolution is inconsistent, in that it states, first, that listeners are satisfied with electrical transcriptions, yet "when listeners are told what they are, the result is definite serious loss, and it would be more profitable to broadcasters if they did not have to tell."

High Salaries Charged

"THIS ENTIRE resolution," the memorandum charges, "is but a demand to relieve one slight restriction upon machines in order that they may produce more profits to their owners and reduce more men to penury. The facts do not seem to support the view that broadcasters are in great financial difficulty; indeed, their so-called 'executives' seem to be in a class close to movie-stars. In any event, what music machines, with some help from the broadcasters have done to the American musician is not a pretty picture."

The Commission has the NAB resolution under advisement. Copies of all resolutions adopted at the convention were submitted to individual members of the Commission by the NAB without comment. When formal consideration will be given to the transcription proposal is not known.

Radio's Reach to Masses and Classes

CBS Analysis of Economic Levels of Homes With Radios Shows Greater Purchasing Power Than Others

AN ANALYSIS by economic levels of the radio homes in the United States, revealing how radio reaches an enormous *mass market* literally composed of *class markets*, is the newest contribution to basic broadcasting data currently released by CBS under the title "Vertical study of Radio Ownership 1930-1933." The study is contained in a handsome book the contents of which are largely based on a complete cross-tabulation of 13,753,073 family records obtained from the files of the U. S. Bureau of the Census.

Preceded by a brief review by Daniel C. Roper, Secretary of Commerce, and a foreword of Dr. Leon E. Truesdell, chief statistician for population of the Bureau of the Census, the book's pages are replete with facts and figures which should prove to be invaluable information for advertisers whose markets tend to exclude the lowest income levels, and also excellent ammunition for all radio stations in their marketing activities.

13 States Studied

THIRTEEN representative states were selected for the study, with a census card on every family included, whether in the smallest hamlet or the largest city. The tabulations were forwarded under government seal from Washington to CBS offices in New York. The states under survey were New York, New Hampshire, Ohio, Illinois, Minnesota, Kansas, North Carolina, Florida, Alabama, Texas, Colorado, Idaho, and California.

The scope of the special tabulations by the Census Bureau included radio or non-radio homes; rental paid or home value; size of family; number of children under 10 years; number of gainful workers; color and nativity.

The center section of the book is devoted to 20 pages of charts and tables showing the findings in detail. Radio homes as a mass are compared with non-radio homes in each state and in the United States at large. Radio's degree of penetration into each income level is similarly shown for each state and for the United States at large, as well as for all cities having CBS stations in 1930 and 1933.

Findings Summarized

FINDINGS of the study are summarized as follows:

1. As of April, 1930, (date of the government census) radio owners paid 84 per cent more rent per family than non-radio owners.

2. Radio owners owned homes 79 per cent more costly than their non-radio neighbors.

3. The typical radio family earned 93 per cent more income than the typical non-radio family.

4. Radio ownership is everywhere broadest in the upper income levels, and descends like a wedge into the lower income levels, viz.:

When only 40.3 per cent of all homes in the United States owned radios as of April, 1930, radios were found in 78 per cent of all Class AA homes (over $10,000 incomes); 73.7 per cent of all Class A homes ($5,000-$10,000 incomes); 66.8 per cent of all Class BB homes ($3,000-$5,000 incomes); 54.2 per cent of all Class B homes ($2,000-$3,000 incomes); 34.7 per cent of all Class C homes ($1,000-$2,000 incomes), and 13.6 per cent of all Class D homes (under $1,000 incomes).

Projected Into 1933

WHEN 56.2 per cent of all homes in the United States owned radios as of January, 1933, as projected forward in the CBS special census report (See BROADCASTING of March 1, 1933), radios were to be found in 87.8 per cent of all Class AA homes; 88.7 per cent of all Class A homes; 80.7 per cent of all Class BB homes; 72 per cent of all Class B. homes; 57.8 per cent of all Class C homes, and 36 per cent of all Class D homes.

5. The average radio family contains more consumers, more gainful workers and more adult listeners than the average non-radio home.

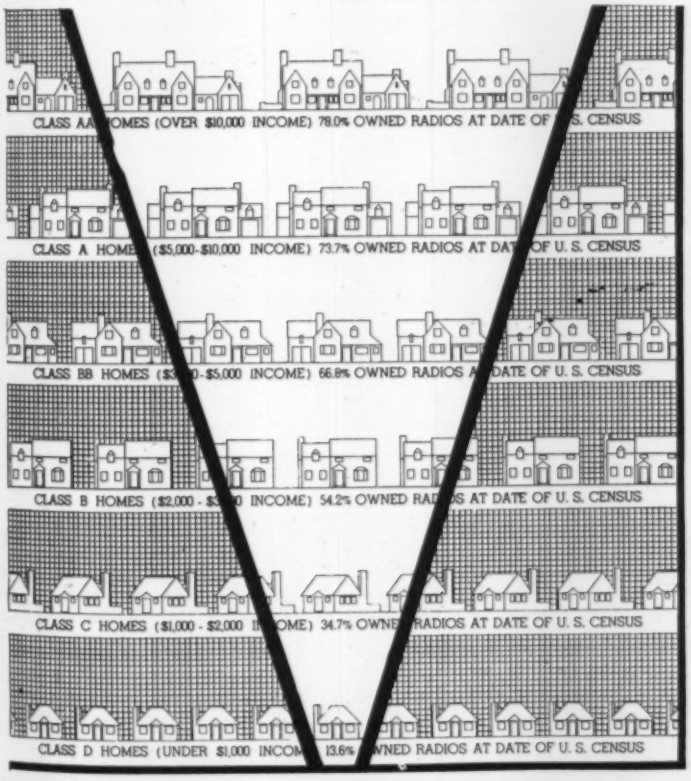
6. With 16,809,562 homes owning radios as of January, 1933, radio represents, by the sheer weight of its numbers, a *mass medium* of gigantic proportions. Because these millions of radio homes are so sharply stratified by income levels, radio represents a *class medium* on a scale which has never before been associated with the term. Radio thus reaches an enormous *mass market* literally composed of *class markets*.

Chesterfield To Sponsor Stokowski Daily On CBS

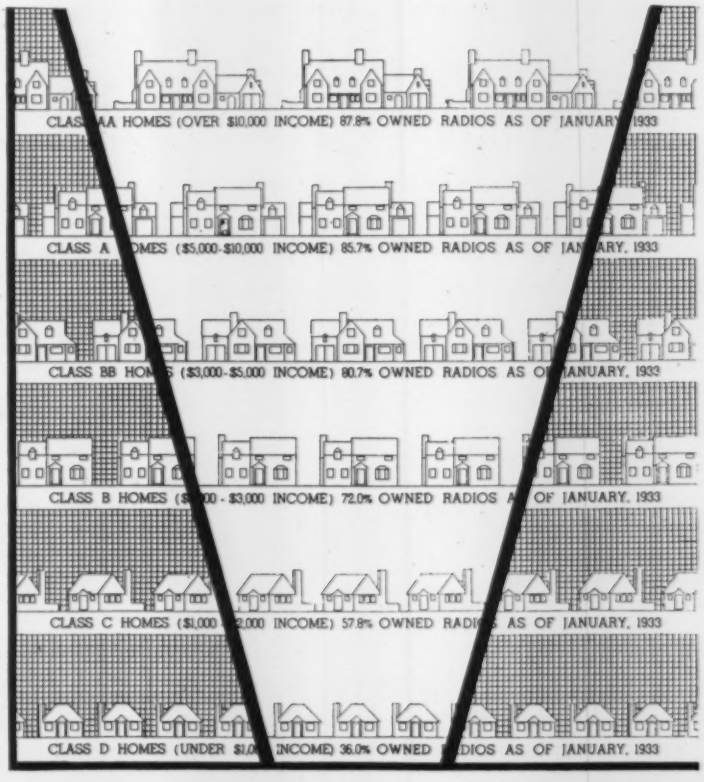
CHESTERFIELD returns to the air via 68 CBS stations late in November, possibly starting Nov. 27, in a unique series of 15-minute broadcasts by Leopold Stokowski and the Philadelphia Orchestra. Programs will be heard every night except Sunday for one year from a specially constructed studio in WCAU, 9-9:15 p. m., and Mr. Stokowski plans to "link each concert to the concert of yesterday and tomorrow." This sponsored sponsored series is entirely separate from the 17 sustaining concerts by the Philadelphia Orchestra over CBS on Fridays, 2:30-4 p. m. Agency handling the Chesterfied account is Newell-Emmett Co., New York.

USING the RCA Pacific circuit, Old Gold on Nov. 1 extended its Wednesday night Fred Waring's Pennsylvanian programs over CBS to KGMB, Honolulu. They are heard at 10 p.m., EST, but in Honolulu the time is 4.30 p.m.

SHARP "V" Pattern of Radio Ownership by Income Levels (U. S. Totals) as of April, 1930


CLASS AA HOMES (OVER $10,000 INCOME) 78.0% OWNED RADIOS AT DATE OF U. S. CENSUS
CLASS A HOMES ($5,000-$10,000 INCOME) 73.7% OWNED RADIOS AT DATE OF U. S. CENSUS
CLASS BB HOMES ($3,000-$5,000 INCOME) 66.8% OWNED RADIOS AT DATE OF U. S. CENSUS
CLASS B HOMES ($2,000 - $3,000 INCOME) 54.2% OWNED RADIOS AT DATE OF U. S. CENSUS
CLASS C HOMES ($1,000 - $2,000 INCOME) 34.7% OWNED RADIOS AT DATE OF U. S. CENSUS
CLASS D HOMES (UNDER $1,000 INCOME) 13.6% OWNED RADIOS AT DATE OF U. S. CENSUS

BLUNT "V" Pattern of Radio Ownership by Income Levels, Projected to January, 1933


CLASS AA HOMES (OVER $10,000 INCOME) 87.8% OWNED RADIOS AS OF JANUARY, 1933
CLASS A HOMES ($5,000-$10,000 INCOME) 85.7% OWNED RADIOS AS OF JANUARY, 1933
CLASS BB HOMES ($3,000-$5,000 INCOME) 80.7% OWNED RADIOS AS OF JANUARY, 1933
CLASS B HOMES ($2,000 - $3,000 INCOME) 72.0% OWNED RADIOS AS OF JANUARY, 1933
CLASS C HOMES ($1,000 - $2,000 INCOME) 57.8% OWNED RADIOS AS OF JANUARY, 1933
CLASS D HOMES (UNDER $1,000 INCOME) 36.0% OWNED RADIOS AS OF JANUARY, 1933

KYW Removal to Philadelphia Authorized in 1020 kc. Decision

Commission Adopts All Pratt's Recommendations, Denying Channel to Competitive Stations

SUSTAINING the recommendation of former Examiner Pratt, the Radio Commission on Oct. 27 granted the application of KYW, Chicago, to move into Philadelphia as the only feasible method of settling the "borrowed channel" issue involving the 1020 kc. clear channel. Also sustaining Mr. Pratt, the Commission granted the application of three stations in the Philadelphia area for frequency transfers to avoid interference with KYW's projected operation there and denied competitive applications of stations in Detroit, Pittsburgh and Philadelphia for KYW's facilities.

The decision settles, for the time being at least, one of the most involved cases ever before the Commission. It is possible that appeals will be noted in the Court of Appeals of the District of Columbia, which may stay the effect of the Commission's decision temporarily. The Commission vote was unanimous, though Commissioner Hanley did not participate.

16 Stations Involved

THE CASE involved 16 stations and 23 applications. Hearings were held before Mr. Pratt from July 18 to 27, and a mass of testimony on engineering and legal aspects of the case was offered.

In harmony with the Pratt report, the Commisison concluded that the KYW removal application was for the use of 1020 kc. in Philadelphia is the only one which would not result in interference and that Philadelphia, being in the most underquota state in the country, is entitled to the channel. The controversy arose following the Commission's assignment of the 1020 kc. channel to Chicago, in the fourth zone, as a "borrowed channel" originally allocated in 1928 to the second zone.

The 1160 kc. channel, shared by WOWO in the fourth zone and WWVA in the second, is assigned as a fourth zone clear channel. Both stations sought full time on the wave at the same hearing, and the Commission sustained the Pratt recommendation that both be denied.

Cites Property Rights

IN ITS statement of facts and grounds for decision, the Commission made a conclusion that is expected to have a far-reaching effect on future actions involving station assignments. "Although there exists in a license no property or priority rights in a frequency," it said, "it has been held that a licensee with a good past record and substantial investment in his station should not be deprived of his license except for compelling reasons."

Supporting its action, the Commission alluded to the pioneering work in radio performed by Westinghouse and to the fact that KYW was the first station in Chicago, having commenced operation in 1921. It pointed out also that of the metropolitan areas of the four cities from which the applications for the 1020 kc. frequency came, Philadelphia has the fewest transmission facilities in proportion to population and the number of receiving sets.

In connection with the WOWO application for full time on 1160 kc., the Commission held this would reduce the facilities of a state and zone already under-quota and would thus be inconsistent with the terms of the Radio Act.

Text of Decisions

THE DECISIONS are as follows:

KYW, Westinghouse Electric and Manufacturing Co., Chicago, granted CP for new 10 kw. transmitter at a proposed location near Philadelphia, to be operated in accordance with the proposals contained in said application and the testimony produced at hearing in support thereof. Granted renewal of present license on a temporary basis authorizing the continued operation of KYW at Chicago, pending the construction of the new transmitter at Philadelphia.

WXYZ, Kunsky-Trendle Broadcasting Corp., Detroit, denied application for new 10 kw. station at Detroit, to operate on 1020 kc. Application proposed to abandon WXYZ if application for new station were granted.

WJAS, Pittsburgh Radio Supply House, Pittsburgh, denied CP for increase in power from 1 kw to 5 kw, and change in frequnecy from regional channel, 1290 kc. to 820 kc., a clear channel assigned to WHAS at Louisville, proposing that 1020 kc. be assigned to WHAS.

WHAS, The Courier-Journal and the Louisville Times Co., Louisville, granted renewal of license to continue operation on 820 kc.

WFAN, Keystone Broadcasting Co., Philadelphia, denied CP for change in frequency from 610 kc. to 1020 kc., sharing with WIP and increase in power from 500 watts to 5 kw.

WIP, Gimbel Bros., Inc., Philadelphia, denied application for CP to change frequency from 610 kc. to 1020 kc., and increase in power from 500 watts to 5 kw.

WCAU, Universal Broadcasting Co., Philadelphia, denied CP to change frequency from 1170 kc. to 1020 kc.

WRAX, WRAX Broadcasting Co. Inc., Philadelphia, granted CP for modification of license to change frequency from 1020 kc. to 920 kc.; a change in power assignment from 250 watts day and night to 250 watts night and 500 watts day, and change in operating time from day time to sharing time with station WPEN. Philadelphia. This change will result in improved service in the Philadelphia area.

WPEN, Wm. Penn Broadcasting Co., Philadelphia, granted CP for modification of license to change frequency from 1500 kc. to 920 kc., to change power assignment from 100 watts night and 250 watts day to 250 watts night and 500 watts day, and to change hours of operation from unlimited to part time sharing with WRAX. This change will result in improved service in the Philadelphia area.

WIBG, W I B G, Inc., Elkins Park, Pa., granted renewal of license and modification of license changing frequency from 930 kc. to 970 kc., and increasing power from 25 watts to 100 watts. This grant will result in an improvement in service from that station and there will be no objectionable interference to any existing station.

WORK, York Broadcasting Co., York, Pa., granted renewal of license on present frequency—1000 kc., with 1 kw. power, as licensed at present.

WHN, Marcus Loew Booking Agency, New York, granted renewal of license on 1010 kc. with 250 watts, sharing with WRNY and WQAO-WPAP as at present.

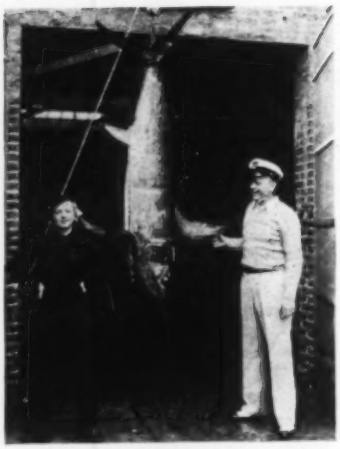
WRNY, Aviation Radio Station, Inc., New York, granted renewal of license to operate on 1010 kc. with 250 watts, sharing with WHN and WQAO-WPAP as at present.

WQAO-WPAP, Calvary Baptist Church, New York, granted renewal of license to operate on 1010 kc., with 250 watts, sharing with WHN and WRNY as at present.

WOWO, Main Auto Supply Co., Fort Wayne, Ind., denied modification of license to permit full time operation on 1160 kc., clear channel now shared with WWVA, Wheeling, W. Va., and denied CP to increase power from 10 kw. to 25 kw. It was proposed that WWVA be assigned to 1290 kc. now used by WJAS.

WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., denied modification of license so as to operate full time on 1160 kc.; granted renewal of license on present basis, i. e., sharing time on 1160 kc. with WOWO.

THE DEGREE of Doctor of Laws was conferred on Senator Guglielmo Marconi by Notre Dame University at a special convocation Oct. 14.



ANOTHER PISCATOR—Freeman Lang, Hollywood transcription producer, and the 230-pound swordfish he recently caught.

FREEMAN LANG, whose Hollywood studios produce for the Radio Transcription Co. of America, adds this tale of piscatorial prowess to the several previously recounted in the columns of BROADCASTING. The The 230-pound broadbill swordfish he caught 10 miles off the Catalina Island isthmus was the first of the season to be pulled in by west coast radio people. It measured 9½ feet from tip to tip, and, unlike the effete eastern sharkhunters, Lang's party was able to carve juicy steaks from the broadbill and send them to broadcasting friends and associates in Los Angeles.

Assisting "Commodore" Lang in landing the big fish was "Captain" Wesley Dougherty, who, it is said, was waiting in the gunwale with harpoon, block and tackle and a bottle of Sloan's Liniment. It took an hour and 10 minutes to land the catch on Mr. Lang's power cruiser, the *Dierdre*, which he also uses as his "floating audition ship."

Owner of WLAP Buys WFIW; Plans Move to Louisville, NBC Tie-up

PURCHASE of WFIW, Hopkinsville, Ky., recently authorized to remove into Louisville, by George R. Norton, attorney and operator of WLAP, Louisville local, was announced Oct. 25 coincident with the dismissal of appeals from the Radio Commission authorization. WFIW, operating full time on the 940 kc. channel with 1 kw., will be removed to Louisville within the next month and will become an NBC outlet for both the Red and Blue networks.

The purchase was made by Mr. Norton from William Anderson, head of the Acme Mills, Inc., of Hopkinsville. Following the removal of WFIW, Mr. Norton plans to discontinue operation of WLAP, now assigned to the 1,200 kc. channel with 100 watts night and 250 watts day power. The WFIW purchase price was not revealed.

The transaction grew out of a decision of the Radio Commission last June granting the application of WFIW to remove to Louisville and denying the application of WLAP for the former station's facilities. Both WLAP and WHAS, Louisville, the latter the clear channel station operated by the *Louisville Courier-Journal*, appealed from the decision on economic grounds, protesting the invasion of "outside interests."

With the purchase of WFIW by Mr. Norton, Paul M. Segal and George S. Smith, his counsel, filed in the District of Columbia Court of Appeals a petition for dismissal of their appeal. The following day, Swager Sherley, counsel for WHAS, filed a similar petition in that station's behalf. An application will be filed with the Commission, it is learned, to change the call letters of WFIW, after its removal to WLAP and WFIW has been authorized by the Commission to discontinue operation at Hopkinsville until Jan. 1.

WSOC Joins Network

ADDITION of WSOC, Charlotte, N. C., to the Southeastern group of NBC, was effected with an inaugural network broadcast Oct. 14. Roy C. Witmer, NBC Eastern sales vice president, announced that its network rates will be $190 per hour, $120 per half hour, and $74 per quarter hour between 6 and 11 p. m., local Charlotte time, and half of these rates for all other periods. WSOC operates with 100 watts on 1210 kc., having recently been moved into Charlotte from Gastonia, N. C. Its manager is Earl J. Gluck, former manager of WBT, Charlotte.

New Knox Serial

THE KNOX Co., Kansas City (Cystex) is placing a new 13-week series of transcriptions titled "Newspaper Adventures" over selected stations. Programs are spotted once weekly, but each is a complete story in itself, recounting the career of "Mile-a-Minute Moore," reporter for a metropolitan newspaper. Frank O'Connor, Hollywood writer, is author of the series. Account is placed by Dillon & Kirk, Kansas City.

Let Stations Build Programs, Sell Tie-ins

By E. H. SANDERS

Advertising Director, Shell Oil Co., San Francisco

Broadcasters Are Urged to Become Professional Showmen And to Sell Advertising Space Like Newspapers

THIS PROMINENT advertising executive comes forward with the suggestion that radio advertisers get out of the show business and return the job of producing programs to the broadcasters. Radio advertising should follow newspaper practice, he suggests, and stations should sell tie-in announcements on established programs rather than let the advertiser experiment in public entertainment. He also urges more direct dealing between advertiser and broadcaster, elimination of unnecessary commissions, lavish studies intended to impress the prospect and uncertain talent. It's time, he says, radio shakes off childish ways.

RADIO is growing up. The lusty infant has passed the stage of squalling and squawking and seems to be developing normally. But it's about time for the youngster's voice to change. No attempt is being made to tell the broadcast barons how to rear their child. But it is evident that aero-advertising-amusement is due to take on a more mature tone of speech.

The radio sponsor is attempting to produce his own programs—a job he is no more fitted for than he is to edit the newspaper which carries his printed advertisements.

The setup is a bit childish. The advertiser—or his agency representative—having cast himself in the role of producer, goes out on the open market to buy actors. Either that or he engages the stereotyped talent offered by the broadcaster. He usually knows little about the procedure other than the meager information gained from the biased opinions of family and friends.

Showman Arts Needed

IF THE AGENCY handles the program, a copy writer is assigned to the script. This is obviously a job for an experienced playwright or a trained scenarist. The agency staff sets out to stage the show—again obviously a task for a bona fide producer. Some advertising agencies, it is true, are doing a fair job. They have been forced into creating costly production departments. They have virtually had to become theatrical producers—showmen, gagmen, and all.

Naturally, each pseudo-producer has his own idea of a program, and thus the studio's program for the day unfolds. There is no stage manager for this continuous performance—it's every man for himself. There is a succession of acts without usually any attempt at continuity or balanced variety. There is no effective way to prevent the tiresome repetition of songs and gags. Each program is rehearsed and produced independently—there is no such thing as professional courtesy in the matter of material.

The result is patchwork presentations. Each advertiser strives to attract his own audience with what he thinks is acceptable entertainment. He puts over his commercial message by means of a two-bit announcer—like as not a deep chested studio mechanician who doubles in bass at the microphone. He trusts to luck that his offering is good enough to prevent that twist of the wrist which flashed his prospective customers off onto some other station.

And in connection with the balancing of programs, it might be a good idea for competing chains to cooperate a little among themselves. It may be a good idea for one station to match the other's feature with some other type of program. Naturally, if both presentations are of the same type and happen to be uninteresting to a certain class of listeners, the result is a complete turn off—that is, that particular class of audience is lost to both stations. They snap their sets off entirely.

But to get back to the subject: By virtue of the direct influence of advertising on it, radio as a medium may be described as a cross between a publication and theatrical production. The publisher runs features in his newspaper calculated to attract circulation; the theatrical producer books a show with an eye to the attendance draw.

Suppose, in dealing with newspapers, the advertiser attempted to hook up with George McManus for a series of Jiggs cartoons to run alongside his copy as a reader attracter. Supposing, also, that an advertiser put on a musical extravaganza, just so he could plug his product between the act and on the printed program. In both cases he would make a pretty bad botch of it. Publisher and producer know their business, and the advertiser lets them attend to it.

Stations as Producers

IT IS inevitable that radio station managers—and more particularly the chains—will sooner or later get into the professional entertainment business and get out of amateur theatricals. They will build programs, and consequently audiences. Then they can go to the advertiser with an offer to put over advertisements to a definite "listenage" and to a guaranteed audience.

Having established daily programs of sustained quality, programs of a type that will hold dials in one position all the day through, the proposition offers great possibilities to the advertiser. In fact, it offers better advertising opportunities than are obtainable in publications.

For instance, any manufacturer would jump at the chance to tie in at the end of a big news story with an advertisement about his product. What a strategical move for the maker of tennis and sporting equipment to buy the three or four paragraphs crying his wares, following a story by Helen Wills.

He can do just that, if the big broadcasters will stage their own programs and sell time spots interspersed among them.

Importance of Surveys

IT'S AN IDEA. A big chain broadcasts the opening of the "Century of Progress," or any colorful event in connection with the World's Fair. What could be more effective than for a railroad company to follow such a program with a few hundred words informing listeners that they can go to Chicago and return for $60. It's a natural. The railroad has the attention of people who are interested in the fair, and who have their desire to attend whetted by a spectacular program about it. The commercials could be under control of the station management the same as newspapers reject certain types of advertising.

Impartial radio surveys are available. Broadcasters know just what to expect normally in the way of coverage. But due to the fluxation in the grade of programs, listeners are twisting about from station to station in an effort to find the amusement most to their liking. Armed with this statistical knowledge, and having on his staff professional showmen, the chain or station operator could build up, day after day, a sustained quality of program that would positively insure steady listenership.

Why, then, do not the big broadcasters see the handwriting on the wall? Why do they insist on foisting onto an inexperienced client, boiler-plate talent, in-laws, and other nuisances?

If they did take this responsibility unto themselves, the advertiser and his agency could devote his time to doing a good job of advertising—to the writing of effective tie-in copy to be used in connection with quality programs released by the broadcaster.

Direct Dealing Urged

THE ADVERTISER could buy whatever time—or connect with whatever type of program—that suited his purpose best. He could engage a salesman—a personality—to speak or act his tie-in message in an impressive and pleasing style. With the broadcaster's approval he could get a popular voice to call at his prospective customer's home through their loud speakers.

Of course, the broadcasters would have to charge a great deal more for time under this arrangement than they do for the present "spot" announcements. But the plan would bring on certain rate adjustments, too, so that in the end, the advertiser would pay only about what he is paying for the hodge-podge, inefficient system now.

To begin with, the advertiser pays about a third of his appropriation out in commissions, fees, and other "cuts" before he ever gets his program on the air. There are a number of ways in which the cost of radio advertising could be trimmed. It seems to me there is no reason for the advertiser to pay out money to brokers and chiselers. He can deal directly with the broadcaster's staff. If the chains handle the programs, there would be no necessity for advertising agency commissions, being paid by small advertisers. And there would be no actors or actors' agents to pay.

Studio Fronts Expensive

THERE IS another item of unnecessary expense: the studio fronts. By that I mean, lavish layouts in the studios instituted to impress the prospective radio advertiser. After all, the listener's theater is his own home; he never gets a glimpse of the studio itself. So the splendor is lost, as far as the real buying audience is concerned. Who pays for the uniforms, the thick rugs, the polished woodwork so much in evidence at some radio studios? Nobody but the advertiser. There are too many fingers in the pie; too many non-essential elements.

The stations could charge for commercial announcements, interspersed through the program, in proportion to the value of the entertainment to which they are attached. There could be pre-

(*Continued on page 36*)

Dissension in ASCAP Reported As Copyright Fight Continues

Society Said to Have Netted $1,250,000 From Stations Under New Scale; Congressional Probe Looms

THAT THE American Society of Composers, Authors & Publishers is having trouble keeping its own house in order, despite the "deal" it was able to foist upon the broadcasting industry, is strongly evident in current reports from Tin Pan Alley.

Composer-members of the organization are said to resent the present method of distributing receipts under which publishers and ASCAP executives procure the greatest shares. One report in the Broadway press states that a new "rate committee" has been created to seek additional revenue, mainly from sources other than radio. Another is to the effect that the constitution and by-laws of the organization are being rewritten in the hope of appeasing protesting members.

First Year's Revenue

A THIRD REPORT, unverified at ASCAP headquarters, is that the society collected a total of about $1,250,000 from radio stations during the 12 months ending Sept. 1, which concluded the first year of the three-year contracts with stations under the percentage-of-net-receipts plus sustaining-fee yardstick. Despite the depression this figure was about $300,000 above the royalties paid ASCAP by stations during the preceding 12 months under the old flat rate scale.

During the last 12-month period, stations paid 3 per cent of their "net receipts," plus an arbitrary sustaining fee, for the right to perform ASCAP music under the contracts which the industry accepted "under duress" and after ASCAP had threatened to withdraw its catalogue from the air unless the contract was accepted. This year stations must pay 4 per cent, plus the sustaining fee. It is estimated that the revenue will be well over $2,000,000. Next year—the last of the three-year period—the percent goes up to 5 per cent.

Tin Pan Alley comments on the radio receipts were said to be most critical of ASCAP and its general manager, E. C. Mills, because the figure was held to be far below the estimate made by Mills when the contracts were invoked.

Outside Collections Urged

ONE FACTION in ASCAP was said to be fostering an arrangement under which an outside agency would become the "collection agent" for ASCAP, for a fee of perhaps 25 per cent of the music performance royalties collected. This report said that whereas ASCAP now collects about $1,750,000 a year in royalties from performers of its catalogue, this figure might be increased to $5,000,000 with the collection job in other hands.

Meanwhile, ASCAP is confronted with the necessity, in the near future, of combating the dissolution suit against it filed by the law firm of Newton D. Baker, NAB copyright counsel, in behalf of WIP, Philadelphia. Several weeks may elapse before Nathan Burkan, ASCAP general counsel, files his answer. It is likely that this suit will be the forerunner of a number of individual suits filed by stations in state courts protesting the ASCAP contract and alleging the organization to be a monopoly in restraint of trade. Moreover, the Department of Justice and the Federal Trade Commission are still investigating ASCAP to determine whether the government should institute anti-trust proceedings against the music combine.

Kennedy Asks Inquiry

CONGRESS will be asked to investigate ASCAP by Rep. Kennedy, (D) of Maryland, a member of the House Merchant Marine, Radio & Fisheries Committee, because of the Society's tactics in attempting to enforce its public performance fees upon "hot-dog dealers, cafeterias, cafes, saloons and others who have radio sets in their places and receive music on them," this legislator said. His announcement came after ASCAP agents tried to collect in Baltimore and other Maryland counties, annual license fees from small retail establishments, with a minimum fee of $60 per year. This is being done despite the assurance given Congressional committees by ASCAP officials more than a year ago that no efforts would be made to exact royalties from small enterprises.

In the Maryland campaign, it is reported that threats of infringement suits, at $250 for each infringed number, have been made against owners of receivers used in their places of business, unless copyright license fees are paid. Maryland restaurant owners are said to have formed a cooperative defense against these threats, following a similar move by restauranteurs in New York.

Checking Service

AMALGAMATED Broadcasting System has contracted with the Music Copyright Research Bureau, Inc., New York, for its copyright checking service, according to an announcement Oct. 19 by Ota Gygi, vice president of the network. The bureau, which has created a detailed checking system of copyrighted musical works, is supervised by Miss Ottalie Mark, former supervisor of music rights for Electrical Research Products, Inc.

Three Accounts Audition

ROYAL TYPEWRITER CO., New York, has auditioned three shows at WMCA, New York, including two dramatizations and one musical program. The LITERARY DIGEST has auditioned the news dramatization "Five Star Final," in a specially arranged version. American Tobacco Co. is reported considering an additional half hour program weekly.

Auto Accounts Increase, General Motors Signing For Daily CBS Series

INCREASING activity in automotive accounts, network and spot, is noted in current reports from New York. Time reservations on about 60 CBS stations have been made for the tentative Dec. 18 starting date of General Motors' new series, daily except Sunday, 9:15-9:30 p. m., for which Andre Kostelanetz's orchestra and chorus, Robert Benchley and Howard Marsh have been signed for the Buick program; Johnny Green's orchestra and dramatization of songs with Broadway stars for Oldsmobile, and Col. Stoopnagle & Budd, Jacques Renard's orchestra and Vera Van for Pontiac. Account is for 52 weeks.

General Motors on Dec. 17 is also scheduled to start a Sunday night one-hour series, details undecided. Both the CBS and NBC programs are to be handled by Campbell-Ewald Co., Detroit.

Studebaker, which recently completed a special series of six consecutive all-star broadcasts on CBS, is preparing to return to CBS with a new 15-minute series at an unannounced date probably five nights weekly. It has already lined up the following talent: George Gershwin, Morton Downey, and William Daley's orchestra; Helen Morgan and Deep River orchestra, Kate Smith, Harry Richman, and Jacques Renard's orchestra. Its agency is Roche, William & Cunnyngham, Chicago.

Nash Motors is understood to be preparing a spot campaign through Green, Fulton, Cunningham Co., Chicago, and Dodge Brothers Corp. is placing transcriptions on various stations through Ruthrauff & Ryan, New York, while Reo is using spot announcements placed through Maxon, Inc., Detroit.

KDKA'S 13th Birthday

KDKA, Pittsburgh, pioneer American station, on Nov. 2 will celebrate its thirteenth anniversary with a jubilee program in which Governor Gifford Pinchot, of Pennsylvania; M. H. Aylesworth, president of NBC, and Dr. Frank Conrad, Westinghouse engineer who built the first KDKA, will participate. KDKA on Nov. 2, 1920, carried the first program for general radio reception ever put on the air when Dr. Conrad broadcast the Harding-Cox election returns, and is regarded as the pioneer broadcaster of the world by virtue of the fact that it has been on the air steadily ever since.

Spots Go Network

TWO BIG SPOT time users who have gone partially network are Plough, Inc., Memphis, Tenn. (St. Joseph's aspirin and Penetro) and S. O. S. Co., Chicago (cleanser). Former on Oct. 17 started on a special middle western and southern hookup of NBC stations (see network accounts listings) Tuesday evenings through Lake-Spiro-Cohn, Memphis agency. Latter on Oct. 11 took a 20-minute period in the "Woman's Magazine of the Air" on the basic NBC-KGO network, Wednesday mornings, through its western distributors and Henri, Hurst & McDonald, Chicago.

10% Now or 300% In '35, Levy Warns

Letter Reminds Broadcasters Of ASCAP "War Chest"

ADOPTING the slogan "10 per cent now or 300 per cent in 1935," Isaac D. Levy, newly elected treasurer of the NAB, on Oct. 17, sent to all broadcasting stations a letter reminding them of the action at the NAB convention last month fostering a voluntary 10 per cent assessment by stations each month of the amount paid to the American Society of Authors, Composers and Publishers as royalties for the performance of copyrighted music.

Mr. Levy suggested the 10 per cent plan as a means of building up a substantial "war chest" to combat ASCAP and obtain relief from its oppressive royalty demands. Declaring he hoped the assessments will only be necessary for one year, he said they will "mean the difference between your continuing in business or being crushed out of it."

Text of Letter

IN HIS ADDRESS to the NAB convention, which proved the highlight of the copyright session, Mr. Levy asserted that, unless relief is procured before the expiration in 1935 of the existing 3-year percentage - plus - sustaining - fee contract, ASCAP undoubtedly will increase the tribute many fold.

Mr. Levy's letter follows:

Last Tuesday night the convention of the NAB, at White Sulphur Springs, the members were informed as to what had transpired during the past year in our effort to obtain relief from the oppressive measures of the American Society of Composers, Authors and Publishers.

As you know, suit has been instituted to preserve to us our right to live. In this action we have enlisted the services of Hon. Newton D. Baker to fight our cause. He is your lawyer.

The institution of suit is a declaration of war. From now on our energies must be concerted and directed toward our common purpose. The broadcasters know they must organize and fight to win. Joseph Hostetler, Esq., Mr. Baker's law associate, informed the convention that we could succeed if only we decided to do so. We can not fight without weapons. The weapons are your cooperation and financial assistance.

The following suggestion was unanimously and enthusiastically endorsed at the meeting: "Each station contribute,—simultaneously with the remittance of the monthly checks to the American Society,—a sum equivalent to ten percent of the monthly payment to the American Society. I hope and expect that these payments will only be necessary for one year. Do not look upon these payments as a penalty or assessment. They are your investment in mutual insurance. They will mean the difference between your continuing in business or being crushed out of it.

If you will immediately arrange with your bookkeeping department to make appropriate monthly notations for sending me, at the above address, at the same time you send your monthly check to ASCAP, a sum equal to ten percent of that payment. We will win the fight.

10 per cent now or 300 per cent in 1935.

If you do your part, I'll do mine.

A Gas Company Uses Radio Successfully

By KENNETH MAGERS
Union Gas & Electric Co., Cincinnati

Cincinnati Utility Tries New Technique for Cooking Class; Air Audiences far Exceed "in Person" Schools

Mr. Magers

A SKEPTIC about radio cooking schools was turned into an enthusiastic booster after a brief experience and a comparison of results. Yielding to the urging of WCKY, the Union Gas & Electric Co., of Cincinnati, agreed to try a radio cooking class to maintain interest over the summer. But it insisted on a different type of program: a 15-minute period consisting almost entirely of a telephone conversation between a troubled housewife and the utility's home service director. Announcements are very brief. Abundant fan mail has convinced the sponsor that the program clicked.

HOME SERVICE departments in gas and electric utility companies employ one or more cooking experts whose mission it is to carry to housekeepers information on the proper utilization of their home gas and electric equipment as cooking adjuncts and as aids in their other housekeeping duties.

As a rule, one of the main features in any home service department's schedule is the cooking school. These are usually conducted on a weekly or bi-weekly basis. By various advertising methods, housewives are attracted to some convenient location, often the company's own auditorium, where a two hour or so cooking school is staged by the home service department.

Attendance Usually Small

THESE COOKING schools are considered of value, although they have one weakness in that the number of women attending them is usually relatively low. When newspapers sponsor cooking schools, a vast variety of household goods and appliances are given away to attract crowds. Some advertising experts contend that women simply attend because of the prizes. Be that as it may, the fact is that because it stages the cooking school at least once a week, the utility company is not in a position to give away a lot of merchandise, and the classes suffer in attendance accordingly.

For many years the Union Gas and Electric Co. in Cincinnati has maintained a home service division. Laura Judd Bryant has been its director for five years. Until recently Miss Bryant's major activity consisted of organizing and conducting our cooking school, and we have been quite satisfied with her success in this field.

Early last spring the home service division prepared to shut down its cooking school service for the summer. It, however, desired to maintain interest in cooking through the hot months.

Shy of Radio Classes

RADIO was thought of. For many years, in fact ever since radio began, we, as has many another gas and electric utility advertising department, had shied off radio cooking school programs. There have probably been good cooking school programs not conducted in a gushy, twittery fashion, but we had never heard them. The yoo-hooing, breaking of eggs in microphones and beating of dough to elaborate sound effect accompaniments had never appealed to us. We always felt that such chirping certainly couldn't have a very strong appeal to the sensible housewife, and I believe this theory is held by other utility advertising departments.

We found nothing wrong with radio cooking classes. It was simply that in practice we had never heard anything that carried the same feeling that the home service division carried into its "in person" performances.

WCKY, Covington, Ky., however, seemed to think that a proper sort of cooking program could be put on the radio. At any rate we determined to make the experiment. One of our copywriters with a vast fund of experience in the show and radio businesses was given the task of formulating a program which would be entertaining, and not mushy or giddy; one which would appeal to housewives of all social and financial standings; one which would get across the cooking information, and the company's message to housewives.

Dialogue Style Used

EVENTUALLY a satisfactory program was produced. Of course, it is a script type of show, but employs dialogue instead of the monologue usually associated with cooking classes. We open with no commercial announcements whatsoever. Two announcers appear. One says, "Tested Recipes"; the other says "by Laura Judd Bryant."

The scene opens at the company's switchboard with a customer calling for Laura Judd Bryant, director of the home service division. Miss Bryant and the woman engaged in a conversation over cooking troubles. Miss Bryant gives recipes to the housewife, tells about the economy of gas in cooking and at the end of a 15-minute period, hangs up.

Laura Judd Bryant

Our belief is that 15 minutes of this cooking stuff is plenty despite the fact that there are cooking programs of considerable more length and successful ones, at that, on the air. Miss Bryant appears on the air twice a week at 9.45 a. m. We think we are following an accepted practice in our time selection.

Newspaper Tie-in

THE PROGRAM appears on WCKY in the morning, and a column of recipes appears that afternoon in a newspaper. This tie-up is considered very beneficial by all parties concerned, including the listeners. If they have missed any of the ingredients given on the program, they can easily obtain them in the newspaper that afternoon. Needless to say, this fact is made quite clear in the radio script.

One characteristic we have noted on all radio cooking programs but our own is the rather awkward method a monologue type of delivery necessitates in giving recipe ingredients and directions. When but one person appears on the program and this person is reading the recipes, she must allow a long pause after each ingredient to permit the listener, who is supposed to be writing down everything avidly, to make necessary notations. In our script we have covered up this waiting period in a very obvious but satisfactory manner. Miss Bryant reads off the ingredients loud and clear. The woman who is calling then mumbles this ingredient as though writing it down and repeating it to herself at the same time.

To listeners this phase of the program has evidently become quite an attractive feature. Many women writing in have said they like the repetition as it both gives them time enough to take down the recipe and avoid mistakes.

Announcements Brief

WE ARE advocates of the brief-announcement school. As previously stated, we have no commercial announcement of any kind at the beginning of the program because we feel that for new listeners to learn that they are about to have a cooking program inflicted upon them would bring about the well known dial twist so earnestly to be avoided. At the conclusion of the program we devote less than a minute to our announcement which simply tells who Miss Bryant is and explains that she gives free cooking classes, etc.

I think we are doing about as well as the average utility concern of similar size with our "in person" cooking schools, yet attendance has never averaged more than 150 persons. On a test which we made over WCKY to determine our air audience, and made after Miss Bryant had made bi-weekly appearances for only a month, we obtained a response of 725 letters. The test was made by offering a rubber plate scraper to women who would write in within 24 hours. Only the single announcement was made.

Radio experts have various figures to represent the proportion of the number of persons who write in to the number of persons who are actually listening to a program. Through follow-up tests which we made, we are personally convinced that the proportion is not less than 100 to one, and very likely a great deal larger. On this basis, it can be readily seen that we are reaching thousands of women with our cooking school over WCKY, whereas we are reaching around a hundred in our own auditorium.

Ed Wynn Resigns Amalgamated Post, Renews for Texaco

Comedian Sticks to His Trade; Dall Also Reported Out

Ed Wynn

EXPLAINING that he had discovered that he is not a "technical radio executive," Ed Wynn on Oct. 23 resigned as president and director of Amalgamated Broadcasting System to return to his NBC "Fire Chief" program under a long-term contract.

Mr. Wynn leaves the network, which began operation on regular schedule Sept. 25 over a 15-station eastern hookup, after having invested considerable money in the venture. Last July he stated that he had spent approximately $250,000 up to that time, and that "not a cent" of outside money had been put into it. His plans contemplated a nation-wide network of more than 100 stations, competitive with the established chains and offering listeners a "new deal" in radio with a minimum of sales talk.

Successor Not Named

COINCIDENT with the announcement of Mr. Wynn's resignation it was stated that Ota Gygi, vice president, and Henry Goldman, general manager, would continue in charge, pending the selection of a new president. No indication was given as to who the new executive would be or as to how Mr. Wynn had disposed of his controlling interest, but one unverified report said that negotiations were under way for the sale of the enterprise to a group of "capitalists."

Mr. Wynn's announcement came upon his return to the east from Hollywood, where he had just completed a movie. After his resignation had been accepted, Mr. Wynn disclosed that he had signed a long-term contract with Texaco for a resumption of his "Fire Chief" performances over the NBC-WEAF network on Oct. 31.

Interviewed by a representative of BROADCASTING following his resignation, Mr. Wynn reiterated that he had resigned because he had no time to try to become an industrialist or a full-time business man, and he had determined to stick to his line—telling jokes.

Too Busy to Aid Net

"FOR THREE weeks before I left for California in July," he said, "I had no time to go to the offices of Amalgamated. While I was out there I spent about 18 hours a day on my picture, and while I was in touch with Mr. Gygi by telephone and telegraph, I couldn't be active president of the business at a distance of 3,000 miles. I did not hear the opening of the network on Sept. 25, because I was on the lot at the time, and of course I couldn't take part in it.

"I never could have appeared on Amalgamated programs, because my contract with the Texas Co. precludes any other radio appearance of any kind. I am carrying on now with my contract with them.

"When I presented my written resignation, there was no unpleasantness. I remain a minority stockholder and have made loans to the system. I think that with proper financing and with radio-minded people in charge it is undoubtedly the nucleus of a third chain.

"I understand that Graham Adams (secretary) and Curtis B. Dall (chairman of the board and son-in-law of President Roosevelt) resigned from the company before I got back. There is no truth whatever in the stories that I am contemplating lawsuits or any other action of that kind against the company."

Roosevelt Address Fed New Net, 7 Independents

SEVEN independent stations and the hookup of the Amalgamated Broadcasting System were added by the major networks to carry President Roosevelt's fourth special radio speech to the country Oct. 22. CBS fed Amalgamated and also KTAT, Fort Worth; WNAX, Yankton, S. D., and KSCJ, Sioux City, Iowa. The latter two stations were formerly members of the CBS net. NBC linked WOR and WMCA, New York; WMBQ, Brooklyn, and WXYZ, Detroit. The additions were in line with the policy recently adopted by the networks to cooperate with the administration in giving the widest possible coverage to important official pronouncements.

Bamberg Joins Griffin

GRIFFIN ADVERTISING, INC., Cleveland, on Oct. 28 announced the appointment of C. F. Wm. Bamberg as vice president in charge of a newly-created radio department. Simultaneously, it was announced that Elizabeth Dunn Pearce, formerly with the H. P. Hildreth Radio Agency, of Detroit, has been retained in charge of continuity and program preparation. Mr. Bamberg was formerly with WHK, Cleveland, and resigned to accept the agency post.

A. N. A. Will Meet At Capital Nov. 13

THE ASSOCIATION of National Advertisers will hold its 24th annual meeting at the Wardman Park Hotel, Washington, Nov. 13, 14, and 15. Unusual significance attaches to the convention this year because of the A. N. A. stand with respect to agency and talent charges for the placement of radio as well as other advertising, and because of the promulgation of codes of fair competition affecting advertising media.

Part of the meeting, A. N. A. announces, will be for members only and for certain invited guests among buyers of advertising who are not yet A. N. A. members. Other sessions will be open to specially invited agents, publishers, broadcasters and other sellers.

Net Business Continues Increase in September; Gross Sales, $2,102,609

THE EXPECTED upturn in network radio business, begun in August, manifested itself again in September when NBC and CBS, according to NATIONAL ADVERTISING RECORDS, showed gross incomes from time sales amounting to $2,102,609. This compared with $1,907,481 in August, which was the first month showing a turn upward from the steady recessions of early 1933. The September figure, however, is still short of the $2,492,951 figure for September, 1932.

NBC's share of this gross in September, 1933, was $1,555,606, which compares with $1,807,795 in September, 1932. CBS in September grossed $547,203 as compared with $685,156 in September, 1932.

For the first nine months of this year the two major networks showed a gross of $21,097,375, comparing with $30,005,614 during the same period of 1932. September increases over the same month of last year were shown only in the lubricants and petroleum products, house furniture and furnishings, radio and musical instruments and travel and hotels classifications. The oil accounts on the networks in September amounted to $2,427,047, as compared with $1,536,465 in September, 1932.

Ten Leading Radio Advertisers

AN ANALYSIS of expenditures for time by the 10 largest advertisers on the networks shows that in the current year, up to the end of September, they spent $6,544,104, or 31 per cent of the total ($21,097,375) spent by all network advertisers for time.

Standard Brands and the Pepsodent Company are in a commanding lead in these figures, with an expenditure about twice as great as that of the third ranking advertiser.

	NBC	*CBS*	*Total*
1. Standard Brands	$1,293,004	.....	$1,293,004
2. Pepsodent Company	1,230,426	.....	1,230,246
3. General Motors	419,724	331,414	751,138
4. General Foods	635,228	12,781	648,009
5. American Tobacco Co.	565,804	.....	565,804
6. Liggett and Myers	.....	511,086	511,086
7. General Mills	299,245	193,664	492,909
8. Wrigley Co., Wm. Jr.	.....	353,409	353,409
9. Lady Esther	350,324	.....	350,324
10. Philco Radio Co.	.....	347,995	347,995
TOTAL	$4,793,755	$1,750,349	$6,544,104

WJSV Wages Campaign To Keep Child Hospital From Closing Its Doors

Mr. Butcher

AN EXAMPLE of what a broadcasting station can do to promote, in certain types of public service campaigns, which build prestige for the station as well as perform a humanitarian function, was shown by WJSV, Washington outlet of CBS, last month.

The campaign was conceived by Harry C. Butcher, WJSV general manager, after he had received a letter soliciting contributions for a new heating plant for Children's Hospital in Washington. Upon learning that the mail campaign was not producing results and that the hospital would be forced to close this winter unless the funds were procured, he offered the cooperation of WJSV. It was readily accepted.

Between Oct. 2 and Oct. 15 the station raised nearly $5,000—enough to begin the installation of the plant and to eliminate the immediate danger of the hospital's closing. During the campaign announcements were made every 15 minutes at station breaks. Three and sometimes four 15-minute periods daily were used to further the campaign, with prominent Washingtonians making the appeals. Even inmates of the institution were featured by remote broadcasts from the hospital. Contributions were acknowledged every night. Full credit for the continued operation of the hospital was given to WJSV by the hospital board.

24 Stations Are Linked For Coughlin Programs

TWENTY-FOUR stations, including the eight of the Yankee Network, on Oct. 22, began carrying the Sunday afternoon 4-5 o'clock Father Coughlin broadcasts, receiving full day-time card rates with the exception of a 15 per cent quantity discount. Contracts run for 26 weeks, with approximately $45,000 to be spent for the special A. T. & T. lines leased to carry the period. Grace & Holliday, Detroit agency, handles the account.

The stations linked are WJR, Detroit; WOR, Newark; WGR, Buffalo; WFBL, Syracuse; WCAU, Philadelphia; WJAS, Pittsburgh; KYW, Chicago; WCKY, Cincinnati; KSTP, St. Paul; WCAO, Baltimore; KMOX, St. Louis; WHB, Kansas City; WGAR, Cleveland; WOC-WHO, Des Moines; WOL, Washington; WOKO, Albany, and the following Yankee stations: WNAC, Boston; WEAN, Providence; WORC, Worcester; WICC, Bridgeport; WDRC, Hartford; WLBZ, Bangor; WFEA, Manchester, and WMAS, Springfield.

A REVISED rate schedule announced by WOR, Newark, discontinues the 5 per cent surcharge on electrical transcriptions and makes daytime rates apply to Sunday programs up to 2 o'clock.

Teaming Direct Mail With Broadcasting

By E. P. H. JAMES*
NBC Sales Promotion Manager

Mutual Benefits Seen if Both Media are Properly Tied-in; Radio Provides the Lure, Mail the Sales Contact

Mr. James

SOME IDEAS on improving the union between radio advertising and direct mail are offered by Mr. James in this article. Beginning with the premise that the two media are natural team-mates, he makes some practical suggestions that should be valuable to broadcast advertisers and the direct mail industry alike. Direct mail advertising, when used to back up a radio campaign, should be tied-in with the broadcast program so as to profit by the human interest aroused, the NBC official suggests. Obviously, it should carry supplemental pamphlets as well as whatever premiums may be offered. Eighty-one percent of NBC advertisers also use direct mail.

RADIO and direct mail have been naturally hand in hand since the first broadcast advertising programs were put on the air. They have been natural team-mates, and I do not want you to get the impression from the title of this talk that I am proposing to work out an elaborate new scheme for teaming up radio and direct mail. The union is so natural that any intelligent advertising man can work them in together to secure better sales results.

Many of you here today have heard me speak before of the ways in which direct mail has been used, in the past, in conjunction with radio campaigns, and I am not going to bore you with a repetition of a story which you already know. We, therefore, start off together with the premise (1) that radio and direct mail are natural team-mates and (2) that we all have a general understanding of the ways in which they work together.

The Mail's Place in Radio

I TAKE it that in this convention we want to be practical, rather than oratorical. So rather than try to make this an inspirational address I am going to try to present a picture of the ramifications which we find today in the field of combined radio and direct mail advertising, and if possible to draw some conclusions from this picture which will help both the broadcast advertising industry and the direct mail industry to do a better job in combination.

Direct mail has an undeniable place in putting over a radio campaign. If an offer is to be made over the air, in nine cases out of ten the mails must be used to send the premium or the sample to the listeners. Unless the circumstances are exceptional, NBC advertisers do not miss this chance for doing a little extra selling. Naturally enough, they do not merely stick the novelty or sample in an envelope and mail it out. Most of them use the mailings as vehicles for pamphlets, booklets, return coupons and other forms of direct mail follow-ups.

Speedy Replies Essential

DURING the first seven months of 1933, 47 per cent of NBC clients offered novelties to listeners, 30 per cent offered booklets and 24 per cent offered samples. Most of these went out through the mails, accompanied by suitable direct advertising pieces.

There has been a considerable improvement, I believe, in the speed and efficiency with which listener requests have been handled, but we still get occasional complaints from listeners who have been kept waiting for their sample or novelty or who have never received it at all. No advertiser who makes an offer over the air should do so unless he makes some prior provision to set up a flexible organization to handle the replies. If he is lucky enough to ring the bell with an offer which pulls in requests by the thousands, he should be ready to hire extra girls in his mail department, or perhaps have a mail service house take care of the requests systematically and promptly. It is poor economy to try to handle requests with an inadequate staff, on the theory that you will get around to answering all requests in a couple of weeks. A listener who is kept waiting becomes a "beefer" and that doesn't help anyone but your competitor.

Few Fan Pictures

IN PASSING, I note that thus far in 1933, only two of our advertisers have offered pictures of their artists. This may mean that the simon-pure "fan" appeal is waning, or it may be that everyone has been straining to think of some original and ingenious offer, and has passed up the simple, straightforward thing. Of course, it isn't every advertiser who has a program featuring stars whose photographs would be of interest to prospective customers. Even so, there are still cases where an inexpensive photograph or a cutout of a radio personality can bring in the boxtops or the labels by the truckload, the way Amos 'n' Andy did, a year or two back.

The use of direct mail by broadcast advertiser is, of course, by no means confined to listener promotion. Twenty per cent of NBC clients this year have issued dealer broadsides built around their radio campaigns. Also a few advertisers made good use of their programs as house organ material, but it seems to me that more could have done so. A radio campaign is real meat for the house organ editor. There is so much interesting material for stories on the artists, on the mechanics of broadcasting (which fascinate laymen everywhere), on the picture conjured up by the millions of families nightly seated around their radio sets, hearing the message of advertisers, and so forth.

By actual count, only four NBC advertisers have used radio this year as a source of feature articles in their house organs. Those of you who are interested in house organ production might look into this.

81 Per Cent Use Direct Mail

IN ORDER to find out how many advertisers were missing out on a close tie-up between direct mail and radio, we made some effort to determine what percentage of NBC clients used any form of direct mail, regardless of whether they teamed it up with their radio campaign or not. To the best of our information this percentage is 81. That is to say 81 per cent of our clients during the first seven months of 1933 made some use of direct-by-mail promotion, and of these more than 86 per cent—that is to say 70 per cent of our total advertisers—tied in this direct mail with their radio programs.

Now, I take it that if 86 per cent of all advertisers, using both direct mail and radio, are definitely tieing-up their direct mail copy with their broadcast advertising activities, whether by a brief reference to their programs or by an elaborate dramatization of their radio campaign in print, we have ample proof that direct mail and radio are ideal partners. Surely that means if we do an intelligent job of presentation, that it should not be difficult to sell the other 14 per cent.

Benefits of Tie-in

And now we come to a point where you direct mail producers have every right to ask me a question, "What benefit would it be to us, to sell your clients on the idea that they should tie-in their direct mail with their radio programs?" Answering this, I might say right away that we are taking a very active part in selling the tie-up idea ourselves, and we are not by any means relying on you direct mail producers to do all the work, although we welcome your cooperation. We realize that in many cases direct mail is the answer to establishing a complete contact between the consumer and the seller. We have seen radio do a wonderful job in many cases, entirely unaided by other forms of advertising, but we also fully recognize that, perhaps in the majority of instances, some use of direct mail is the final link that completes the connection and assures actual buying of the article advertised.

Just as we recognize this fact, that direct mail can be an asset to radio, I believe that most of you have an appreciation of what radio does for direct mail advertising. In a nutshell, it brings additional human interest.

Radio Carries Personality

IT HAS BEEN said before—but I say it again because I believe it will bear repeating as long as we are in business—that people are interested in people. One of the big secrets of radio's success is the fact that it deals in flesh and blood, in live artists, in human voices. Today, the personalities of the air rank among the best known and best liked public people in the entire United States. Moreover, radio has proved that it can bring to people, already famous, an intimate contact with the millions which they have never enjoyed before.

For instance, this year, we have seen radio bring to the most isolated portions of the country not only the voice but the whole warm personality of the man who now sits in the White House. Thanks to radio, no longer is the President a mere figurehead, a name to read about without comprehension and understanding. Today our president is a personality, not a personage. And radio has helped President Roosevelt—perhaps more than anything else to attain this

(*Continued on page 46*)

*A talk given at the Mail Advertising Service Association convention in Chicago recently.

A. P. Papers to Pay Radio News Fees

Press Association Assessment From 2½ to 5 Per Cent

AMENDING its previous limitation on the broadcasting of its news, the Associated Press, through its board of directors, has adopted a resolution fixing an assessment of 2½ per cent of any member newspaper's first wire and general charges if it broadcasts one period of 15 minutes or less weekly. The rate is 5 per cent for two or more periods.

The new levy is effective next Jan. 1, and the old limitation of 30-word bulletins stands except for sports, markets and election returns. Nor may the A. P. news be used in connection with commercial broadcasts.

Little Objection Seen

FIRST WIRE or basic charges vary according to the size of the city and newspaper, but the money levy is not expected to be very large for most papers. The purpose of the resolution is to make those newspapers wishing to continue broadcasting pay an extra fee, but it is not expected that many newspapers owning or affiliated with radio stations will seriously object.

L. K. Nicholson, publisher of the NEW ORLEANS TIMES-PICAYUNE, is author of the resolution, which was drawn up as an amendment of the radio resolution adopted at the annual meeting of the A. P. last spring and which rescinds all previous resolutions relating to broadcasting. The full text of the new resolution, as sent to member newspapers of the big cooperative news association, follows:

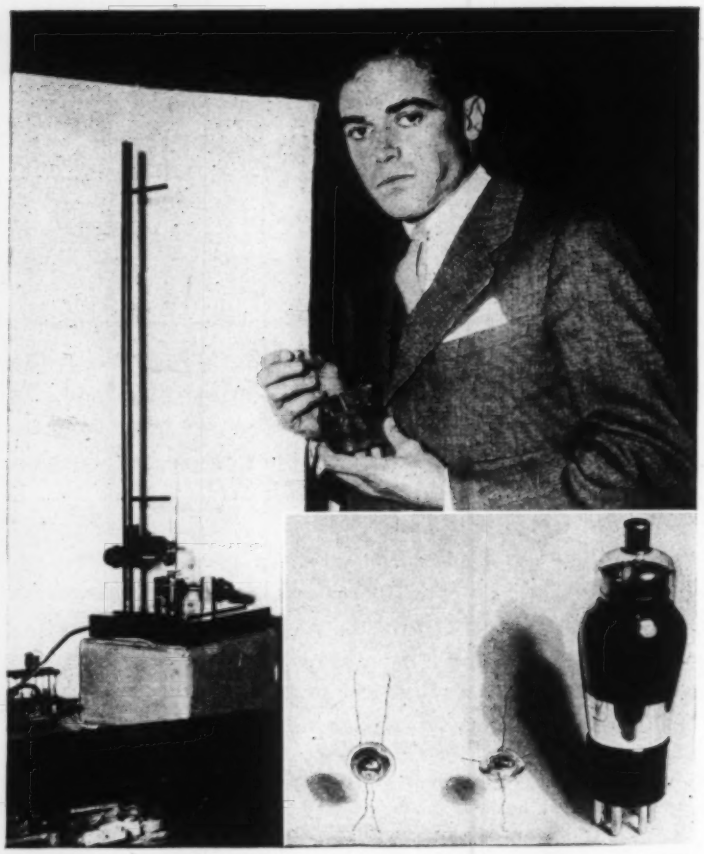
Text of Resolution

RESOLVED, that Associated Press news of major local, national and international importance may be broadcast only by a member over a broadcasting station located at the place of publication in a brief bulletin form of not more than 30 words each, and one bulletin only on any one subject. Sports events, market prices and election returns need not be subjected to the 30-word or one-subject limitations.

Such bulletins may be broadcast only within the hours of publication of the member, with full credit to the Associated Press and the member newspaper broadcasting. Such broadcast of bulletins shall in no way be connected with commercial programs. Effective Jan. 1, 1934, any member broadcasting The Associated Press news or his local news (to which the Associated Press is exclusively entitled for republication) within the limitations herein prescribed shall pay an additional assessment of the first wire and general charges of his weekly assessment as follows:

For one period of news broadcasting (not exceeding 15 minutes) the charge shall be 2½ per cent of the member's first wire and general charges of his assessment; for two or more periods (each period not exceeding 15 minutes) the charge shall be 5 per cent of the member's first wire and general charges of his assessment. This charge, however, is not to apply to those who broadcast only EOS (extraordinary service) or their local news of equal local importance.

And be it further resolved, that all resolutions heretofore adopted by the board concerning broadcasting, inconsistent with this resolution, be rescinded.



NO BIGGER THAN TOY MARBLE—B. J. Thompson, engineer of RCA Radiotron Co., is here shown holding one of the tiny radio tubes being developed by that company for utilization of the ultra-short waves. Insert shows the tube in comparison with standard size screen grid tube. RCA says the tiny tube is not yet ready for the market, being still in the laboratory stage. Its working parts are so small that they can be fitted into a space about the size of a pea.

Unification of Communications Control Again Studied by Special Roper Group

Committee Resumes Informal Inquiry and Will Submit Recommendations When Congress Meets in January

AN INFORMAL fact-finding inquiry into the whole field of communications with the aim of drafting proposed legislation for the creation of a federal commission on communications or for such an agency within the Department of Commerce is being conducted by a special committee created by Secretary of Commerce Daniel C. Roper, the cabinet officer disclosed at a press conference Oct. 19.

The committee, it was learned, hopes to complete its work in time to submit recommendations to the President and Congress early in January. The study actually is a continuation of its work undertaken by Secretary Roper and certain of his advisers at the outset of the administration with a view to consolidating various governmental activities as a means of eliminating overlapping jurisdiction and of bringing about economies.

Saltzman on Committee

BEGINNING its deliberations about Sept. 20, the committee has had four meetings. In addition to Secretary Roper, as chairman, the committee's officers are Maj. Gen. C. McK. Saltzman, former chairman of the Radio Commission and now a vice president of the Merchant Fleet Corporation of the Department of Commerce, vice chairman, and Herbert L. Pettey, secretary of the Radio Commission, secretary.

Other members are W. M. W. Splawn, economist and special counsel of the House Interstate Commerce Committee; Dr. Irvin D. Stewart, State Department; Maj. Gen. Irving J. Carr, Chief Signal Officer, U. S. Army; Capt. S. C. Hooper, director, Naval Communications; Lieut. E. M. Webster, U. S. Coast Guard, and Dr. J. H. Dellinger, Bureau of Standards. Senator Dill, (D.) of Washington, chairman of the Senate Interstate Commerce Committee, and Representative Rayburn, (D.) of Texas., chairman of the House Interstate Commerce Committee, also are serving on the committee in advisory capacities.

Creation of a communications commission, to take over the functions of the Radio Commission and of all other governmental agencies dealing with communications, originally was proposed four years ago by Senator Couzens (R.) of Michigan, then chairman of the Interstate Commerce Committee. Similar legislation has been considered at each succeeding session.

When President Roosevelt took office last March he ordered studies into possible reorganization of the entire federal establishment. The original Roper report proposed a reorganization which would have abolished the Radio Commission and transferred its functions to a newly created division of communications under the bureau of transportation of the Commerce Department.

The radio phase of the report, however, was sidetracked. The only recommendation adopted was the abolition of the Shipping Board as an independent agency and the transfer of its functions to the transportation bureau of the Commerce Department. Numerous other interdepartmental changes were made, but they did not involve abolition of any existing independent agencies.

In a formal statement Oct. 25, Secretary Roper defined the scope of the committee's activity. "This committee," he said, "is making a study of the subject of communications with the primary view of working out a more definite interdepartmental arrangement in the interest of better service, more economically administered. In making this study it is conducting a survey of the field of communications, but no further directions regarding its work have been given. As this study has just been initiated, it is not possible to say when it will be completed, but it is hoped that it may be in its final stages by the end of this calendar year. As the committee is at present concerned with interdepartmental problems, it is not possible at this time to define the scope of its further studies in order to anticipate in any way what the committee may recommend in its report to the President through the Secretary of Commerce."

Star Raises WJSV Ban After CBS Explanation

CONVINCED that it "would be acting inequitably if it continued to omit the program of WJSV," the WASHINGTON STAR on Oct. 15 reinstated WJSV program listings alongside those of Washington's other three stations. The WJSV listings were omitted when the newspaper, whose publisher Frank B. Noyes, is president of the Associated Press, held that CBS, which operates the station, was entering into news competition by reason of the formation of the Columbia News Service.

The WJSV programs were out of the newspaper exactly 19 days, leading to a barrage of protests from its readers. When they were reinstated, they were published in new tabular time-table format which is considerably more convenient for listener reference. The newspaper's relations with CBS are understood to be most cordial, the network officials having explained to its publisher's satisfaction that the Columbia News Service was not designed to be a serious competitor but to furnish only occasional bulletin broadcasts.

S. L. (Roxy) ROTHAFEL will celebrate his eleventh anniversary in radio on Nov. 19 when he will appear in a Sunday broadcast over the NBC-WJZ network.

Press Freedom and Radio Censorship

Inconsistency of the Demands From Certain Newspapers For U. S. Control of Broadcasting Is Cited

By FLOYD W. SULLIVAN

NEWSPAPERS have fought valiantly and long for the freedom of the press, Mr. Sullivan, a news commentator on KGBX, Springfield, Mo., points out. They have rightly seen this constitutional right is the public's defense against dictatorship and government-inspired propaganda. But in the growing insistence of a few publishers that the federal goverment exercise a rigid control over radio, amounting to censorship, he sees a blatant inconsistency and, perhaps, some "sour grapes." Anyway, he concludes, there is room for both the radio and the press without either trudging on the other's toes.

ADOLPH HITLER, of Germany, is very much in the international spotlight at the moment. Regardless of whether we agree with him, we must admit that he is daring, and there is considerable evidence that he believes his program is the logical one for Germany to follow in her attempt to regain equality among nations. It would be intensely interesting to sound the real sentiment of the German people at large regarding Chancellor Hitler's stand, but this is impossible because of the strict censorship of all mediums, including newspapers and radio broadcasting stations. Such news dispatches and broadcasts as go out from Germany, carry the official stamp of the Hitler government.

It has been interesting to observe the reaction of newspapers in the United States to the press censorship in Germany. Almost without exception, our newspapers have declared that freedom of the press is the greatest safeguard against dictatorships, such as the Hitler regime. There was a time when this statement was true, because the printed page was the quickest and most accurate means of distributing information throughout the world. Today, however, it is only true in part, because radio broadcasting—unrestrained by federal censorship—is the quickest and most accurate means of conveying information to the public.

Speed and Accuracy

AS TO the speed with which information is carried over the radio, there is no argument. Even as the President speaks to a small group of friends in the executive offices, in Washington, D. C., his words are received by residents of San Francisco over a nation-wide broadcasting hookup. As for the accuracy of such dispatches, there is no better standard by which to judge than the exact words of the speaker—and that is what the public hears when radio is used as a means of dispensing information on matters of vital importance. Although he has been in office less than a year, President Roosevelt has used the radio upon four occasions in carrying his messages to the people. There could be no misinterpretation or misunderstanding, except that which came as a result of the personal reactions of the individual listener. The message did not pass through half a dozen hands before it reached the public, but was conveyed, instantly, from speaker to listener.

However, the advantages of radio broadcasting have not been given over wholly to the Roosevelt administration. Men who do not agree with the President in some of his views have stepped before the microphone and carried their messages to the public. During the past presidential campaign, Herbert Hoover, Al Smith, Calvin Coolidge, and Mr. Roosevelt all made use of radio broadcasting in communicating with the people. If you didn't want to hear their speeches, all you had to do was to flip the switch on your receiving set. Nevertheless, the information was there for you, if you were interested, and it cost you absolutely nothing.

Newspapers Inconsistent

THE PROCEEDINGS of both the Republican and Democratic national conventions were broadcast from Chicago, coming to you from the stadium, with such clearness that you could easily hear the spokesmen of the various states as they shouted their votes to the tally clerk. There was no coloring, no bitterness in these radio accounts of political gatherings.

This type of service is possible under the American system of commercial broadcasting, because the federal government has not yet been given the power to censor radio programs or to maintain federal broadcasting stations on preferred channels, to force-feed the American public on propaganda of the administration in power. Despite the fairness and speed of radio broadcasting, there is even now a movement afoot to bring about government control of broadcasting, and this movement is receiving the support of many outstanding American newspapers. This is a bit inconsistent, because these same newspapers are wailing at the moment, because Hitler is censoring news which is given to the German people. These same newspapers were careful to safeguard the "freedom of the press" when their code of fair competition was called before NRA for hearing. Incidentally, they were absolutely within their rights, and, no doubt, voiced the sentiments of the American people.

The freedom of the press should be preserved at all costs, because it is a sacred heritage of the American people. In the past it has contributed much to making this nation a better place in which to live and to lightening the burdens of "The Man With the Hoe." The American people would not stand for a moment for a press censorship such as Hitler has established in Germany, and newspapers are to be congratulated upon standing against any move which might have endangered their freedom in the drafting of codes of fair competition. The quickest way for radio broadcasting stations to lose the confidence and respect of the American people would be for commentators and other radio speakers to go before the microphones of the nation and suggest programs which snapped of "press censorship." The people would rise up in protest at such a suggestion—and for good cause. It makes no difference that some of these newspapers carry the stamp of political parties, and are known as either Democratic or Republican papers—they still have the right to express their views.

Radio and History

SO FAR as free and fair discussion by means of radio broadcasting is concerned, everyone knows that it is in its infancy, and will continue to expand and become a greater service as time goes on. Five years from now, we will look back and smile at the absurdity of any program which would establish a government censorship for information dispensed by means of radio.

If broadcasting had been perfected 25 years ago, the history of this and every other nation would have been materially altered. For example, William Jennings Bryan would probably have been President of the United States if it had been possible for the "Boy Orator of the Platte" to have reached a nation with his addresses, instead of a few hundred thousand people who crowded into halls and theaters. It is barely possible that had the radio existed at the time of Teddy Roosevelt's independent campaign for President, the Old Guard Republicans would have found it difficult to defeat this great leader of men. Therefore, there is every reason to believe that in the future, broadcasting will play a prominent part in shaping the destinies of nations.

Government control of radio broadcasting might serve to appease the wrath of certain newspapers, but it will not serve the best interests of the public. Both Democratic and Republican parties should stand as unalterably opposed to any such program. The reason lies in the fact that in this country the government is entrusted to the political party in power—which is just another way of saying that under a federal censorship plan, the Democrats would dominate broadcasting when they were in power and the Republicans would wield the same club when they held control in Washington.

Would End Confidence

TO PLACE the rubber stamp of the existing political administration upon broadcasting, would unquestionably have the effect of causing the public to lose confidence in that particular source of information. It would be the same if the rule were applied to newspapers—and no one knows this any better than newspaper publishers. Thus far, few stations, if any, have dedicated themselves to the support of any particular political party, and this is one reason for their great influence, as fair and unprejudiced sources of information.

Both newspapers and radio stations hold a distinct place in the life of the American people. In time, the petty controversies which now exist will be ironed out, and each profession will find its respective field. No amount of legislation will permanently destroy scientific progress, and the future of radio broadcasting is in nowise endangered by such movements as the suggested censorship. The radio industry is forging ahead, taking care of its own business and leaving it to others to wail and throw mud. It is the mission of radio to construct and not destroy. The industry as a whole is not gorged on its own importance nor is it drunk with power. The average radio station has no desire to dictate the politics of the city, county, state or nation. Because its circulation is absolutely guaranteed, constant, and ever-growing, there is no reason for a radio station to use sensational tactics for circulation purposes. The average radio broadcasting station seeks to inform and entertain its listeners, but makes no attempt to "dictate" to the public. Any medium of publicity which dedicates itself to the worthy cause of opposing dictators should not itself become a dictator. The public is no longer dumb.

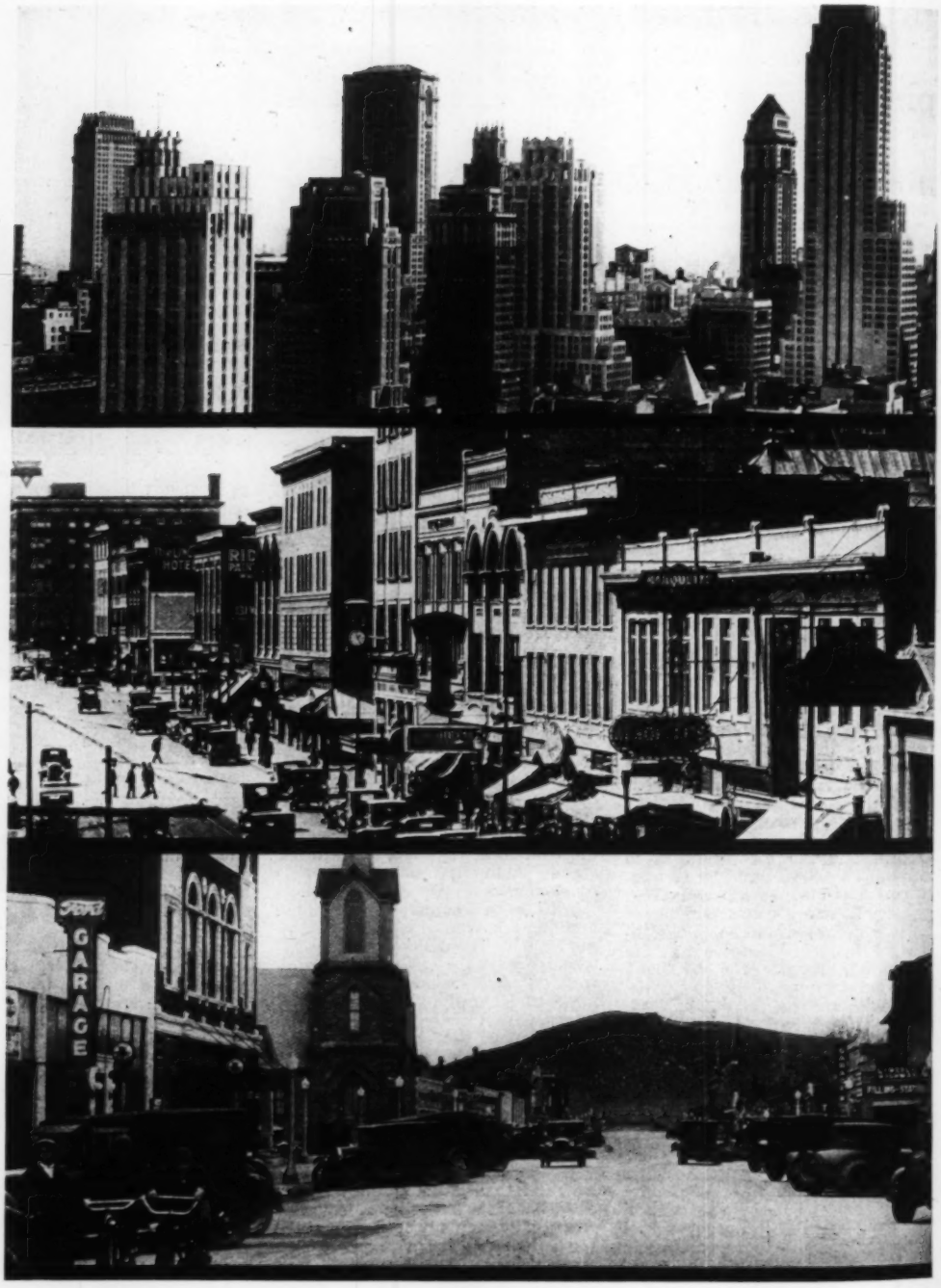
British Ban Politics

GOVERNMENT control of broadcasting is not an untested theory. They have it in England, where the British Broadcasting Corp., supervises the industry. One result of this system is that few public men are permitted to discuss national or international affairs over radio. The British commission is anxious to keep its department from becoming involved in political controversy, so it solves the problem by merely denying the public the privilege of "listening to free and fair discussion" of national or international problems over the air. While the British organization has elected to follow a program of "suppression," it is easy to see how an unscrupulous

(*Continued on page 29*)

HIT ALL

ANY ONE OF THESE STATIONS HITS 3



1

Number 1 Market—the metropolitan giant, the city over 500,000. Radio Sales, Inc. reveals its new radio measurements—its place in the sun. But not the whole sun, because

2

Market Number 2 also has a significant place . . . these responsive cities of 25,000 to 500,000 also reached by (and measured for) the effective stations in the Radio Sales Group. And then add

3

Market Number 3—towns of 2,500 to 25,000 well within the listening areas of these eleven stations in the Radio Sales Group—important bonuses for wisely spent "spot" broadcasting budgets.

3! YOUR "SPOT" CAMPAIGN OVER 3 CONCENTRATED MARKETS

Have you been thinking only of Market number 1? (See opposite photo). Radio Sales, Inc. also shows . . . and delivers . . . Markets number 2 and 3 . . . their combined importance often equals number 1

Data from Columbia's Vertical Study of Radio Ownership measure the economic status of the radio owner in (1) the big cities, (2) the big towns and (3) the small towns . . . and reveal three concentrated markets within the listening areas of each station in the Radio Sales Group. Such data is of vital importance to you before you launch your spot campaign.

Radio Sales, Inc. will show you for each station, the precise penetration of radio set ownership by economic levels based on income, home rental or appraised value of the owned home. Radio Sales, Inc. alone can show to what degree radio has penetrated each economic level in the primary and secondary listening areas for each of the eleven stations it represents! Radio Sales, Inc. invites your examination of all the facts concerning these rich and responsive markets . . . facts that Radio Sales, Inc. alone of all station representatives can give you.

485 MADISON AVE., NEW YORK
WICKERSHAM 2-2000

410 N. MICHIGAN AVE., CHICAGO
WHITEHALL 6000

RADIO SALES INC.

NEW YORK, WABC • CHICAGO, WBBM • CINCINNATI, WKRC
WASHINGTON, WJSV • CHARLOTTE, WBT • ST. LOUIS, KMOX
MINNEAPOLIS-ST. PAUL, WCCO • ATLANTIC CITY, WPG
DON LEE CALIFORNIA STATIONS

Lafount Proposes More Daytime Power For Regionals Without Quota Charge

Also Amends Resolution Asking Stock Transfer Reports; Commission Refers Proposals to its Counsel

INCREASES in daylight power for regional stations meeting the technical requirements established by its engineering division, without charging the extra output to state quotas, was proposed in a resolution submitted to the Radio Commission by Commissioner Lafount and made public Oct. 17. The resolution was referred to the legal and engineering divisions for study and report.

The resolution proposes that, if the mileage and kilocycle separations between stations do not meet the technical requirements, such daytime power increases shall be charged to quota. In offering the motion, Commissioner Lafount said additional day service in rural areas is needed and that the object of his resolution is more nearly to equalize the reception of radio signals.

Stock Resolution Modified

AT THE SAME time Mr. Lafount submitted to the Commission a revised resolution as a substitute for the proposal he offered Oct. 3, under which the Commission would require detailed reports on stock transfers from all corporations operating radio stations. It was found that the original resolution was too far-reaching in its requirements and might have worked undue hardship on large corporations operating stations and having their stocks listed on the exchanges. The substituted resolution, it was explained, still has as its objective the procurement of full information regarding ownership of all radio stations so that the Commission may differentiate between the "name of the corporation and the actual parties in interest."

Like its predecessor, the amended resolution was referred to the legal division for study and report.

The resolution relating to daylight power increases follows in full text:

Whereas Section 9 of the Radio Act of 1927 declares, "That the people of all the zones established by Section 2 of the act are entitled to equality of radio broadcasting service, both of transmission of and reception"; and

Whereas radio broadcasting stations separated by kilocycles and miles consistent with the recommendations of the engineering divisions are less effective during daylight hours; and

Whereas the public is entitled to satisfactory reception of both day and night programs; and

Whereas many important programs, including weather and crop reports, are broadcast during the day:

I move that an increase of day power not in excess of 50 per cent of the authorized night power be granted any regional station making a satisfactory showing of the necessity therefor, and that such increased day power be not charged to quota providing the mileage and kilocycle separation is consistent with the current recommendations of the engineering division. If the mileage and kilocycle separation is not, as here provided, then any increased day power shall be charged to quota.

Mr. Lafount's amended resolution covering transfer of stock, follows in full text:

Whereas Section 12 of the Radio Act of 1927 as amended provides that the station license required by the act, the frequencies or wave length or lengths authorized to be used by a licensee and the rights therein granted shall not be transferred, assigned or in any manner either voluntarily or involuntarily disposed of to any person, firm, company or corporation without the consent in writing of the licensing authority; and

Whereas Section 10 of the Radio Act of 1927 provides that all applications for instruments of authorization shall set forth such facts as the licensing authority be regulation may prescribe as to the citizenship, character, financial, technical and other qualifications of the applicant to operate the station, the ownership and location of the proposed station, etc; and

Whereas Section 21 of the Radio Act of 1927 provides that the rights acquired by any licensee shall not be assigned or otherwise transferred to any person, firm, company, or corporation, without the approval of the licensing authority; and

Whereas it has come to the attention of the Commission that several licensees of stations which are owned by corporations have changed their identity through a chanage of stock ownership of such corporations to such an extent as to constitute a complete change in the parties actually operating the station; and

Whereas such changes in the actual operation of the stations were accomplished without notification to the Commission and no existing rule or regulation required the Commission to be notified thereof; and

Whereas the Commission has no means of determining when such changes occur or whether they will serve public interest, convenience and necessity, and the result of such lack of rule or regulation with reference thereto has been the considerable trafficking in station licenses without the control of the Commission; and

Whereas under the sections of the Radio Act of 1927 hereinabove set forth, the Commission has the power of making regulations to secure information as to any or all changes in stock ownership which may result in the change in the actual operation of the station for the purpose of carrying out its duty of determining whether such changes constitute an assignment of license and will serve public interest, convenience and/or necessity.

Now, therefore, be it resolved that the Federal Radio Commission revise its form of application for renewal of license and/or construction permit to include the following questions

Give list of stockholders of record owning 10 per cent or more of the stock of the licensee corporation as of renewal date showing the number of shares held by each, the city and state in which each resides and the citizenship of each.

List of officers as of renewal date, city and state where each resides and citizenship of each.

Be it further resolved that the Commission amend its Rules and Regulations so as to require licensee corporations to report to the Commission the transfer of 10 per cent or more of its stock to any purchaser during any license period, together with the name of each such stockholder and the citizenship and residence of each such purchaser.

Kentucky Colonels

A QUARTET of radio executives have been appointed colonels on the staff of the Governor of Kentucky, Ruby Laffoon, according to word received Oct. 22 from Frankfort. The new additions to Kentucky's military are G. A. "Dick" Richards, president of WJR and WGAR; Leo J. Fitzpatrick, general manager, WJR; William S. Hedges, general manager, KDKA, and Donald Withycomb, NBC station relations, New York.

FOOTBALL BROADCASTS PUBLICIZED

Printed Games Schedules, Sports Tabloids and Posters

Advertise $125,000 Sponsorship

Mr. Deal

HAVING contracted for a total investment of approximately $125,000 in the purchase of exclusive broadcasting privileges from the schools and of station and network facilities for all important Pacific coast football games this season, Associated Oil Co., through Harold R. Deal, advertising and sales promotion manager, has inaugurated an intensive campaign of football merchandising based chiefly on printed media.

Foremost on the list is the new Associated football schedule entitled "1933 Football in the West," and distributed free to the public by all "Smiling Associated Dealers" throughout the Western territory. Of vest pocket size, yet unusually complete in its convenient presentation of schedules and a wide range of grid data of interest to the fan, this booklet is being strongly publicized in commercial announcements on all football broadcasts as well as by mailing cards supplied in quantity to all dealers, and by mats for newspaper advertisements sent to all dealers for local tie-in.

Issues Sports Tabloid

ANOTHER popular item is the new "Associated Sportcast," a newspaper type tabloid of four pages, well illustrated and containing a considerable volume of data on teams, players, coaches and Western football in general. This serves to support advertising copy on the new Flying A gasoline, as well as publicity on Associated Oil Company's sponsorship of game broadcasts.

Posters serve still further to tie in the "Smiling Associated Dealer" with football. A "Free Football Schedules" poster is provided in window poster size and also in 42 x 56 inch size for mounting on "A" boards. Another poster, both in window and electrolier board size bears the slogan, "Play Ball With Associated." A third window poster, renewed weekly, carries a listing of game broadcasts for the region in which it is displayed.

The final dealer display item is the "Veedol Pictorial," with action news pictures of western grid stars and games, changed semi-monthly.

Personnel Drilled

IN ORDER to centralize Associated personnel attention on football, Mr. Deal has launched a second campaign. This consists, first, of a series of promotion meetings at all sales agencies throughout the west at which Mr. Deal or members of his staff speak on ways and means of capitalizing to the fullest extent on Associated's broadcasting activities.

Secondly, all agents have been supplied with special check-up sheets and instructed to detail a man to cover each broadcast heard locally and to send in to the advertising department complete answers to the detail requested on the quality of the broadcast and commercial announcements. Advance copies of the commercials are also supplied so that a close check may be made.

Finally, all dealers and members of the personnel have been furnished copies of the complete season's broadcasting schedule for their own reference in supplying information to the public.

As in its past seven years of football broadcasting sponsorship, the company is making the slogan, "Drive to the Games" the keynote of both its broadcasts and other promotional activity.

CBS Shifts 14 Periods From WGN To WBBM

FOURTEEN CBS sponsored programs shift to WBBM, Chicago, when the network and WGN terminate their affiliation Nov. 1. However, WGN will continue to key six productions to the two major networks, the newest being the Edna Wallace Hopper five-day weekly program, "Life of Helen Trent," which goes to the basic CBS network starting Nov. 6, 2:30-2:45 p. m., CST.

WGN is feeding the Wander Company's "Little Orphan Annie" the Kellogg Company's "Singing Lady" and Colgate-Palmolive-Peet's "Clara, Lu and Em" to NBC networks, and Battle Creek Food Company's "Painted Dreams" and Kolynos' "Just Plain Bill" to CBS. These shows will continue despite the termination of the WGN-CBS affiliation.

To mark the beginning of operation on full time by WBBM, Chicago, CBS will carry a dedicatory program Nov. 1, in which Bing Crosby with Raymond Paige's orchestra, the Boswell Sisters and Burns and Allen will be heard from Hollywood; Guy Lombardo's orchestra, now on the road, Col. Stoopnagle & Budd, George Jessel, Andrew Kostelanetz's orchestra and Kate Smith.

THE PEOPLE of Carteret, N. J., proposed site of the new 50 kw. transmitter of WOR, Newark, will vote in November on whether the station should be permitted to locate there, the city councilmen having refused to assume the responsibility of deciding.

Radio is primarily a show . . . and radio programs must have showmanship. The programs which are the most successful provide the most sparkling entertainment . . . they create eager listener attention for ready acceptance of the commercial credits.

TRANSCO gives non-chain stations outstanding program quality and prestige to lift them from the stigma of local liminations into a favored position of listener preference. 50 or 50,000 watts power, TRANSCO electrical transcriptions will fit your program needs.

TRANSCO'S electrical transcriptions offer the ideal program solution for spot advertisers. You can use TRANSCO'S ready-made releases for test campaigns in one or one hundred markets . . . or TRANSCO will custom build a result-producing program in any time-length you desire. We are not just recorders . . . we are producers and showmen.

An IMPORTANT MESSAGE *for* ADVERTISERS, ADVERTISING AGENCIES, REPRESENTATIVES *and* STATION MANAGERS

Chain-affiliated stations lease TRANSCO'S transcriptions for local sponsorship, or as their own sustaining features, to preserve in their own program production the reputation for quality built by their chain commercials.

TRANSCO is always glad to have prospective clients investigate its financial responsibility, and to have its reputation for stability and fair dealing compared with others in the field. No TRANSCO series ever starts only to end abruptly, unfinished. TRANSCO is an established organization . . . and through quality production has reached its position of undisputed leadership.

No longer need advertisers or agencies worry about productive program ideas. TRANSCO has an entire department devoted to creating and planning *individualized* radio transcription features. Let TRANSCO be *your* production department to design and submit a special presentation to fit your particular need.

TRANSCO

RADIO TRANSCRIPTION COMPANY of AMERICA, Ltd.

WRITE OR WIRE MAIN OFFICE: 666 LAKE SHORE DRIVE, CHICAGO

New York representative: Geo. H. Field, Inc., 444 Madison Ave. Hollywood office and studios: 210 N. Larchmont Blvd.

A RIOT OF MIRTH AND MELODY

HIT #1

"COMEDY CAPERS"

TOM POST
MASTER OF CERIMONIES

SWOR and GOODE—the Two Black Jokers of vaudeville fame

ELVIA ALLMAN—featured in many clever impersonations.

FUNNIEST ON THE AIR!

A SPARKLING, fast-moving musical revue with clever, wholesome comedy, satirical dramatic skits, hilarious black-outs, harmonious novelties and scintillating rhythm . . . a fitting sequel to TRANSCO'S famous "Funfest" and "The Mirth Parade" . . . but better and bigger than either. The list of radio, vaudeville and motion picture artists appearing in "Comedy Capers", some of whom are shown below, includes talent known from coast to coast. Here is the acme of entertainment perfection . . . a laugh each second . . . the most enjoyable fifteen minutes ever produced.

TIZZIE LISH—her comical cooking recipes are guaranteed to slay any *Isbener*.

FOSTER SISTERS — triplets whose harmony is as close as their age New motion picture sensations

CARLTON KELSEY—who handled the baton in some of filmdom's greatest successes including "Gold Diggers of 1933" is the director of the Comedy Capers Orchestra.

"THANKS — JOHN SHEPARD III, YANKEE NETWORK — FOR YOUR THREE YEARS OF UNINTERRUPTED BUSINESS"

Chas. E. Ryle. GENERAL MANAGER

XUM

HIT #2

RHYTHM FROM FILMDOM'S FAVORITE RENDEZVOUS

Another great dance organization from the kingdom of famous orchestras, the Cocoanut Grove in Los Angeles . . . harborer of such band favorites as Gus Arnheim, Phil Harris and Jimmie Grier. Here is a program of tuneful and swinging rhythm featuring outstanding vocal soloists, distinctive harmony trios, and jovial comedy portrayers of clever novelty songs.

ANOTHER famous

COCOANUT GROVE ORCHESTRA

"MESSRS. BURGESS & ALDWORTH, KNOX COMPANY—WE APPRECIATE YOUR COMPLIMENTS ON THE NEW CUSTOM-BUILT JOB." Chas. L. Ryle. GENERAL MANAGER

Your AUDIENCE *is the* JURY!

HIT #3

"GUILTY OR NOT GUILTY"

LINDSAY MacHARRIE —director. One of the best known and most talented writers and directors in radio.

JEANETTE NOLAN — a clever young star who has attained enviable prominence in the radio world.

HANLEY STAFFORD —versatile English actor who has gained network and motion picture prominence.

TED OSBORN—a young character actor whose splendid work has made him a radio and screen favorite.

BARBARA LUDDY — selected for this cast from a talented group of twenty-five of filmdom's prominent ingenues.

SEETHING with the torrid intensity of human passions . . . replete with the drama of deciding human destinies . . . sensational with the thrills of doubt and suspense . . . this series of programs strikes a new note in the scale of radio entertainment. A famous doctor is charged with murder . . . a celebrated actress is accused of fraud . . . a trusted banker is held for bribery . . . *guilty or not guilty* . . . the evidence is presented and the audience decides. Your listeners form the jury and play the exciting game of mailing in the verdict.

Each case is complete in one fifteen-minute installment. The cast for these unique, short dramas includes some of radio's most popular and talented artists. This new TRANSCO achievement makes each listener an actual and integral part of the show . . . it is designed for mass attention and mass response.

"THANKS — AL STEELE, ADV. MGR. STANDARD OIL COMPANY (IND.) — FOR SELECTING OUR TRANSCRIPTIONS" Chas. C. Ryle. GENERAL MANAGER

HIT #4

PINTO PETE

AND HIS RANCH BOYS

JACK ROSS

Here is the typical range rider under whose direction this series has attained authentic western realism and color.

RICH full-toned guitars, sweetly muted violins, deep rhythmic bass, accordian for background fullness, voices that blend as softly as the colors of a western sunset . . . regardless of your tastes, you are sure to enjoy these programs which feature the greatest assemblage of cowboy talent ever corralled for radio entertainment. Pinto Pete, the hard-riding, soft-spoken puncher with a deep mellow voice . . . the sure-roping, music-loving ranch boys with soft instrumentation and close harmony . . . typically western, but these finished musicians turn homely cowboy melodies into veritable symphonies of the range. This new fifteen-minute TRANSCO release strikes the most popular chord in radio today.

"MESSRS. HIRSCHFIELD & HARRY O'NEILL, UNITED REMEDIES—WE ONLY WISH WE HAD A THOUSAND ACCOUNTS LIKE YOURS" Chas. C. Pyle. GENERAL MANAGER

HIT #5

"The RADIO STUDIO MURDER MYSTERY"

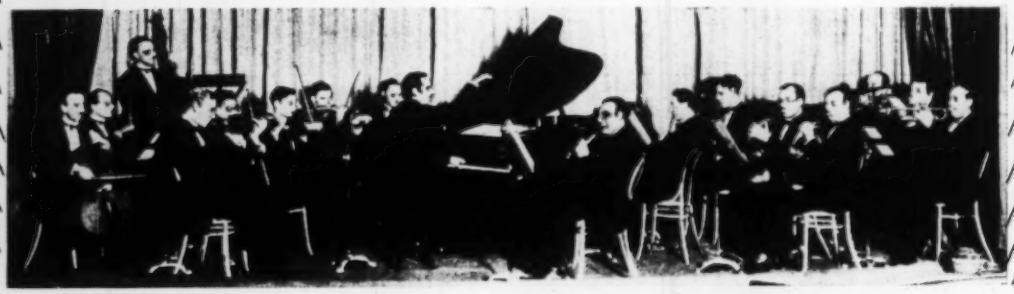
DEATH STALKS THE MICROPHONE WHILE THE AUDIENCE LISTENS IN!

A SONG that never ends . . . a shot that brings death to the singer . . . a moment of confusion and terror . . . murder in front of the microphone behind locked studio doors! Investigation . . . suspense . . . with the microphone open so the audience may hear . . . such is the dramatic setting for the fifteen-minute episodes of this *thrilling mystery serial.* Each installment carries an exciting suspended climax . . . interest is maintained at fever-pitch and the slayer's identity remains undisclosed until the thirteenth and final chapter. New . . . different . . . once again TRANSCO'S experienced showmanship scores a triumph in audience fascination.

"THANKS — MR. RUPPENTHAL AND MINUTE RUB — FOR USING OUR ELECTRICAL TRANSCRIPTIONS ON SO MANY STATIONS" Chas. A. Ryle GENERAL MANAGER

"The Master's Music Room"

A TALENTED concert ensemble under the masterful direction of Salvatore Santaella, world-famous symphony conductor . . . featuring many outstanding instrumental soloists . . . a delightful program of musical comedy and the lighter classics. Not a word of continuity appears in the program—three to five spots left open for commercials—so stations or sponsors can make this celebrated orchestra seem just like their own. This is one of the most popular TRANSCO series ever produced.



XUM

"Gardening the LUTHER BURBANK WAY"

featuring

Mrs. LUTHER BURBANK

Intimate glimpses into the life and achievements of Luther Burbank, the great plant wizard, with information and unpublished data as revealed by Mrs. Burbank, the counselor and partner in his greatest triumphs. A decidedly different type of dramatized program taking you in fancy to Burbank's own famous gardens.

Donald NOVIS

in

"The Romance of Music"

The sensation of the networks . . . Atwater Kent's outstanding first-prize winner . . . radio's greatest young tenor . . . Donald Novis! TRANSCO brings him to you in a pleasant blending of popular songs and melodies of the old masters. Mr. Novis is assisted in this series by Barton Browne, narrator, and Jan Rubini with his string ensemble.

JAN RUBINI BARTON BROWNE

"RUSSELL MILLER MILLING CO. & MITCHELL AGENCY—WE'RE GLAD YOU ARE SO PLEASED WITH THE OCCIDENT FLOUR TRANSCRIPTIONS"

Chas. C. Pyle.
GENERAL MANAGER

New Edition of

Jimmie GRIER

and his

COCOANUT GROVE ORCHESTRA

One of America's foremost recording orchestras with such radio favorites as Gogo DeLys, petite torch-singing beauty; Dick Webster, rollicking baritone; Harry Foster, lyric tenor; and Art Fleming, comedy portrayer of novelty songs. Just sixteen programs in this series of distinctively arranged late popular numbers played in Grier's own favored style.

JAMES FENIMORE COOPER'S

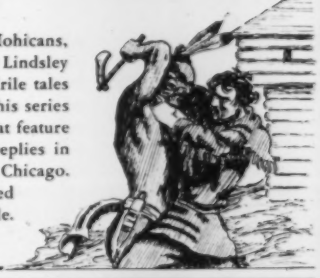
famous

LEATHERSTOCKING TALES

as dramatized by

CHARLES FREDERICK LINDSLEY

The Deerslayer, Last of the Mohicans, and The Pathfinder . . . Charles Lindsley with his talented dramatic cast makes these virile tales of early American history live once again. This series holds a special appeal for children . . . a great feature for young America . . . produced 238,000 replies in 13 broadcasts for "Good Humor" over KYW, Chicago. Other series of programs by this celebrated interpreter of character roles also available.



FAVORITE MELODIES THAT NEVER DIE!

"YESTERSONGS"

Old songs are best . . . how many times radio listeners have voiced that plaintive appeal. How better could these melodies of yesterday be presented than by a male quartet of perfectly blending voices framed in a gentle, melodic setting by a vibrant combination of sweetly singing strings? "Yestersongs" . . . this is TRANSCO'S contribution to fill a musical void and to satisfy the longing of jazz-tired people.

XUM

PHIL HARRIS AND HIS COCOANUT GROVE ORCHESTRA
. . . one of America's best known radio, recording, and dance organizations
"The MIRTH PARADE"
. . . riotous comedy with Don Wilson as drum major, and a great galaxy of vaudeville, radio and movie stars.
"MEMORIES" WITH EDMUND BREESE famous screen star
"CUSTOM-BUILT" TRANSCRIPTIONS
TRANSCO'S outstanding organization of writers, artists and producers has made it the favored creator and builder of results getting transcriptions for national advertisers and agencies.
"The LIFE O'RILEY IN HOLLYWOOD" COMEDY SERIAL
"The ORIGIN of SUPERSTITIONS"
. . . dramatization of popular superstitions showing how, when, and where they originated.
"BETTER ENGLISH" FEATURING KERRY CONWAY
. . . typical speech situations presented by an outstanding authority on adult education.
"STRANGE ADVENTURES STRANGE LANDS"
. . . thrilling dramas of exciting experiences of great explorers, hunters and adventurers.
Every radio program . . . either sustaining or commercial . . . must sell itself to its listeners. That thought is always paramount in the production of TRANSCO'S electrical transcriptions. That is why TRANSCO has gained such popularity with progressive advertisers and stations the country over. TRANSCO programs bring response . . . *visible* response . . . which is evidence to advertisers and stations that their TRANSCO productions are doing a thorough job in gaining and holding the interest of their prospective customers. The new TRANSCO series is the finest ever produced. Hear them in any TRANSCO office, or send for a representative to audition them in your own offices or studios. Write or wire for complete information on our lease plan and its cost to you.
"FRONT PAGE HEADLINES"
. . . extremely interesting and realistic dramas packed with all the thrills, suspense and humor of the newspaper world.
for "SPOT" BROADCASTING
. . . choose a series of TRANSCO'S ready-made electrical transcriptions . . . you'll be certain of program quality and proved entertainment value at a cost well within your appropriation.
"OUR" ORCHESTRA FEATURING TED DAHL, HAL GRAYSON, JACKIE TAYLOR AND THEIR ORCHESTRAS
TRANSCO
"SLIM" MARTIN AND HIS TRANSCO ALL AMERICANS
"SPEED AND DOUBLE SPEED" WITH WILLIAM WALLACE REID
GUS ARNHEIM AND HIS COCOANUT GROVE ORCHESTRA
. . . one of the finest entertaining dance groups on the air today.
"FUNFEST"
. . . featuring Johnny Murray, Hollywood favorite as MC . . . and with a fast-moving troupe of vaudeville and screen celebrities.
WRITE OR WIRE TODAY
for detailed information
to the CHICAGO office 666 LAKE SHORE DRIVE

RADIO TRANSCRIPTION COMPANY of AMERICA, Ltd.

WRITE OR WIRE MAIN OFFICE: 666 LAKE SHORE DRIVE, CHICAGO

New York representative: Geo. H. Field, Inc., 444 Madison Ave. Hollywood office and studios: 210 N. Larchmont Blvd.

XUM

NBC Is Occupying Radio City Offices

Special Programs Will Start Nov. 11, Continue Ten Days

IN ANTICIPATION of the formal dedication, which is scheduled to coincide with the NBC's seventh birthday Nov. 15, offices and broadcasting divisions of the company were due to move from 711 Fifth Avenue to their new quarters in Radio City over the week-end of Nov. 3.

There will be a dedicatory program Saturday, Nov. 11, from 8 to 9 p.m., EST, followed by special broadcasts each day, leading up to the climax on the anniversary on Nov. 15. Then the celebrations will continue for a week, with a number of international broadcasts, both from and to the United States.

Because of the extensive arrangements made to distribute these programs, and by employing the most recent improvements in transoceanic transmission, NBC expects, "there will be hardly a radio listener in the world who will not hear portions of the ceremonies opening the world's largest broadcasting establishment."

Statisticians, who have found much grist for the mills ever since the idea of Rockefeller Center was propounded, have calculated that the new studios, numbering 35, instead of the present 10, will require 20,000,000 cubic feet of air pumped in hourly. And the air is cleansed in chambers and sprayed with 162,000 gallons of water hourly.

The offices and studios will occupy 10 floors in the central RCA Building in Radio City. They were described in detail in the Oct. 1 issue of BROADCASTING.

Advertisers Are Buying More Afternoon Periods

THE GROWING demand of advertisers for afternoon broadcast periods is evidenced by the fact that 11 advertisers during October were using 44 quarter-hour periods weekday afternoons on CBS as against six using 17 quarter-hours at the same time last year. Columbia lists afternoon sponsors as follows:

Acme White Lead & Color Works, Detroit (Lin-X), Wednesday, 12:15-12:30; Louise Phillippe, Inc., Chicago (cosmetics), Tuesdays to Fridays inclusive, 1-1:15; Battle Creek Food Co., Battle Creek, Mich. (health foods), Tuesdays to Fridays inclusive, 1:45-2; General Mills, Inc., Minneapolis (Wheaties and Gold Medal flour), former daily except Sunday, 5:30-5:45, and latter same, 12:30-12:35 and 4:30-4:35; Kolynos Sale Co., Chicago (tooth-paste), Mondays to Fridays inclusive, 2-2:15, also evening periods; Louden Packing Co., Terre Haute, Ind. (Doggie Dinner), Thursdays, 5:45-6; Remington Rand, Inc., Buffalo (typewriters), Mondays, Wednesdays and Fridays, 5:45-6, also evening period Fridays; Sprague, Warner & Co., Chicago (food products), Fridays, 4-4:30; Sterling Products, Inc., Wheeling, W. Va. (Phillips dental magnesia), Mondays to Fridays inclusive, 5-5:15, Sundays, 2:30-3; Wasey Products, Inc., New York (medicines), Mondays to Fridays inclusive, 12-12:15, also Tuesday nights; Wyeth Chemical Co., New York (Jad Salts), Tuesdays to Fridays inclusive, 1:30-1:45, and Hill's Cascara Sundays, 6-6:30.

Press Freedom and Radio

(*Continued from page 17*)

administration might easily swing to the other extreme and crowd the air channels with propaganda.

And here is another point, which should be of interest to radio fans. Regardless of how it may be clothed, there is nothing worthwhile that is *absolutely* free. Some one pays, in one form or another, for all worthwhile services. Under the present system of commercial broadcasting in the United States, radio stations look to advertising for their revenue. In an effort to hold and build up "listener interest," stations are constantly striving to improve the quality of their programs. All these programs, however, are not sponsored by advertisers, but are provided by staff artists who keep the show going over a given time schedule each day. Not only must these programs be kept up to a certain standard, if the station is to be successful, but they must carry variety. This tends to keep the management of radio stations up on its toes in an endeavor to keep the public entertained, that it may in turn collect revenues from its advertising.

Who'll Pay the Bill

Now, suppose we eliminate advertising from radio programs. Who is going to pay the bill for the maintenance of Government-owned broadcasting stations? The answer isn't difficult. Who pays the bill for everything the Government operates? Why, the dear old public, of course. Any one of several plans might be used to finance such a program—but you can rest assured that the expense will not be borne by the people who are sponsoring such a movement. One plan that has been suggested is a tax on radio receiving sets. This would mean that you would pay a tax for the privilege of keeping a receiving set in your home, and then you would have to take such programs as a federal commission decided were best for you. Think that plan over and see if it appeals to you.

Previously we stated that no worthwhile service can be maintained without considerable expenditure. Now, let us take a look at the newspapers. Like radio stations, newspapers obtain a major portion of their revenues from advertising. And there, my friends, is the bug under the chip. Some newspapers are selfish enough to desire the whole advertising field for themselves, and would like to see radio stations forced out of the competitive field.

No Page Ads On Radio

EVERY NOW and then you hear some critic of radio stations complain about the amount of advertising that is carried. Maybe at times there is a bit too much—the amount varies with the policy of the various stations. However, for the sake of fairness, let us look at both sides of the question. Did you ever see a full-page advertisement in a newspaper? Of course, you have. How long did it take you to read that ad? Possibly 15 minutes, if you read it closely. Now, answer this question honestly in your own minds: Did you ever hear an entire 15-minute radio program, devoted entirely to advertising, with no form of entertainment interspersed to lighten it up, and add directly to the advertisement itself?

Furthermore, did you ever pick up a newspaper and find a whole section of from 8 to 12 pages devoted entirely to advertising, with no reading matter of general interest, whatsoever? So, when we begin balancing proportions, there is considerable argument on the side of radio broadcasting stations. All we have to do is lay the cards on the table, faces up, that all may see—and "read 'em and weep."

St. Petersburg Party

THE FOURTH annual gathering of the International Radio Club will be held in St. Petersburg, Fla., Nov. 13-15, under the auspices of WSUN. Station directors, announcers, and entertainers will be accorded special privileges during the four-day period. For the last three years the International Radio Club has met in Miami with WIOD as host. WSUN and WFLA will broadcast special programs during the radio party.

TOM BRENNEMAN, producer at KFWB, Hollywood, in October was found unconscious in his office. A falling curtain rod knocked him into a state of coma. He returned to his desk after several days in the hospital.

WDAY Program Heard In Canada and Australia

SENDING a program over its own transmitter, then having this program rebroadcast over a Canadian network, and also rebroadcast to Australia and other foreign countries by short waves, was the recent experience of WDAY, Fargo, N. D.

Bigelow Neal, North Dakota novelist, was scheduled for a 15-minute broadcast over WDAY. D. R. P. Coats, manager of the James Richardson & Sons stations in Canada, asked permission of WDAY to pick up the program and put it on the Richardson network in Canada, which includes CJRW, Fleming, Sask.; CJRX, Winnipeg; CJRM, Moose Jaw, and CVE9JR, and WE9CL, short wave stations at Winnipeg. This permission was granted and the program was carried as a part of the famous "Uncle Peter" feature, conducted by Mr. Coats, which has a membership of more than 1,000,000 children in the United States, Canada, Australia, New Zealand and other countries.

Winnipeg is some 300 miles north of Fargo, yet WDAY reached into Winnipeg with sufficient clarity and volume to enable Mr. Coats to successfully pick up and rebroadcast the feature.

APPLICATIONS of WHAS, Louisville, and KNX, Hollywood, for 50 kw., in lieu of their present 25 kw., have been ordered set for hearing before the Radio Commission, sitting en banc, Nov. 22.

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

25,000 WATTS DAYTIME POWER

The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial

Do You Know About "JUNIOR" —the World's Greatest Salesman ?

KSTP's CHILDREN'S HOUR HAS 100,000 "JUNIORS" READY TO SELL YOUR PRODUCT TO PARENTS

CONSULT THE NEAREST KSTP OFFICE—IN ST. PAUL, MINNEAPOLIS, CHICAGO OR NEW YORK

XUM

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. C. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The Radio Code

A CODE of fair competition for the broadcasting industry is now in its final stages and will become the economic law of radio almost any day. It is far from perfect and will unquestionably work hardships on many stations at the outset by forcing increases in overhead while at the same time outlawing certain kinds of accounts which heretofore have resulted in some revenue.

In fairness to the code negotiators, it should be stated that the code was the most favorable that could be procured under the circumstances. It might have been far worse if the NAB had not been so prompt in its action and resourceful in its handling of the negotiations leading up to approval of the finished document.

The plain intent of the National Industrial Recovery Act is reemployment and boosting of wage scales. Folks who have been bewailing the alleged evils of the broadcasting code apparently forget that. If the NRA succeeds in its ambitious effort, it is reasonable to expect that the code under which the broadcasting industry will function will in the long run bring definite benefits. Elimination of bad trade practices, such as the acceptance of contingency business and rate-cutting, cannot help but stabilize the business of broadcasting and force stations to observe a sort of "self-respect" that all too many of them apparently have forgotten in the past in their quest for the dollar.

For the present, this code will be administered by a temporary code authority made up of both NAB and non-NAB members. This group later will recommend to the NRA a permanent code authority. Because of the broad powers vested in this body in enforcing the provisions of the code, it is apparent that every station should have a voice in its operations. That situation can come only if all stations that intend to stay in the business join the trade association of the industry—the NAB. We have urged this repeatedly. The NAB then could become the unquestioned code authority, and the industry, in fact, would be in position to regulate itself, through a board of its own choosing.

Coverage Claims

HOW FAR should stations go in their coverage or "circulation" claims? Admittedly, there has always been a tendency toward exaggerated coverage claims by stations, on the theory that imposing figures help get business. Besides, many broadcasters have harbored the view that there is no way for the agency or the advertiser to check up on coverage anyway.

Both of these theories are false when analysed for their long range effect. In the first place, when a station sells a prospect on the basis of bloated coverage and fails to get results for the product in the claimed area, the advertiser is likely to sour on radio as an advertising medium. That certainly does not keep accounts or help get new ones. The broadcaster would do far better to sell only his proved reliable coverage, because he knows he can deliver in that area.

Secondly, one station's exaggerated coverage claims may cut another station in an adjacent area out of accounts. This works both ways. It results in the loss of business all around. The advertiser, trained in the use of printed media, is accustomed to buying accredited circulation in particular markets. He would be far better satisfied if he knew just what he was getting in buying a particular station—and certainly the broadcasting business would be far better off.

A preliminary step in the right direction was taken by the recent NAB convention in its resolution on measurement of station "circulation." The resolution asserted that a survey of potential coverage is basic and preliminary to any further surveys or measurements, and recommended that steps be taken to standardize practices of measurement.

Masses and Classes

AN EXPANDING audience in homes of all income levels and a consequently expanding market for radio-advertised goods—that, in brief, is the story eloquently and brilliantly told, for the benefit of radio and radio advertisers at large, in the new *Vertical Study of Radio Ownership 1930-1933* just produced by CBS under the able direction of Paul W. Kesten. It is a contribution to radio market data that, taken along with the CBS survey of radio ownership projected forward to 1933 from the U. S. Census figures of 1930, presents perhaps the most specific measurement ever made available of the economic character of an advertising medium and those it reaches.

This type of study (it is elsewhere reviewed in this issue) is an unselfish contribution by a great network to the economic literature of radio that can be put to practical purposes by anyone selling or planning a campaign. CBS alone will not benefit by the results of the study; radio as a whole is the beneficiary of facts and figures that reveal, as the book points out, how radio penetrates into every class of home in ever-enlarging degree. Here is the final proof, actually based on U. S. Census records borrowed from Washington for the purpose, that radio campaigns can be directed to "an enormous *mass market* literally composed of *class markets*."

The RADIO BOOK SHELF

TWENTY-SEVEN reference sources on radio control and operation, prepared in response for numerous requests for material on the debate question in high schools and colleges this year: *Resolved, That the United States Shall Adopt the Essential Features of the British System of Radio Control and Operation*, have been compiled by Dr. C. M. Coon, specialist in education by radio in the U. S. Office of Education, for free distribution. Dr. Coon says no material on the subject is available from the Office of Education, but it is noted that much of the material is available in local public libraries. Material for arguments on the side of the American system may be obtained also from the National Association of Broadcasters, National Press Building, Washington.

Press Rates for Radio

PRESS RATES for news material destined to be "published" on the air have been authorized by both the Postal and Western Union telegraph companies—at last placing broadcasting on the same footing as the press so far as the transit of news to the point of dissemination is concerned. To a few enterprising stations eager to develop regional and even national news services free from the fetters of the press, and to the networks which have been denied the use of press association news bulletins, the rank and file of the broadcasting fraternity owe the consummation of this long-sought service.

While radio stations with favorable newspaper tie-ups will probably remain content with the mutual advantages to be derived from the exchange of news for time on the air—advantages which some short-sighted publishers still cannot see—the availability of news from their own correspondents will enable some stations to launch services which they have long wanted but which they could not embark upon because of prohibitive straight telegraph tolls. We know of one small but very enterprising station, unable to secure a newspaper affiliation, that is already undertaking a state-wide service, with bulletins also from its own correspondent in the national capital, that should add considerably to its local popularity and prestige.

Newspapers and their press associations still have the opportunity to cooperate with radio—to use radio time for advertising and circulation promotion—but if they won't radio can certainly go its own way. The buses went their own way when the railroads sneered, and so did the airplane lines. We have always strongly believed in radio-press cooperation; it is idle for one to fight the other, especially as there seem to be distinct and non-encroaching places for both in the advertising and news fields.

We Pay Our Respects to—

ISAAC DAVID LEVY

IT WAS at the annual convention of the NAB at White Sulphur Springs a fortnight ago that radio sinews of war really were girded for combat to the finish with the American Society of Composers, Authors and Publishers—music combine which has been sapping the life-blood of radio. It happened after a stockily built chap, radiating force and vitality, strode before the broadcasters and told them in unvarnished terms that unless they started to fight back, they might as well close up shop.

That chap was Isaac David Levy, of Philadelphia, who bears the professional appellation "counsellor at law." When he started his impromptu talk, he was fighting alone. When he finished, he had all of the nation's broadcasters behind him. He pounded home his points with such sincerity as to leave no doubt where he stood. The result was the laying of real groundwork for a fight to the finish against ASCAP for the right of radio to perform copyrighted music for a reasonable fee. A war chest sufficiently large to carry on the campaign was pledged.

After that talk and the demonstration which followed, Mr. Levy found himself drafted for the treasurership of the NAB. In that capacity it becomes his lot to take over active leadership in the fight against ASCAP, now under way in the courts by virtue of a dissolution suit against the combine filed in the name of WIP, Philadelphia (which Mr. Levy represents) through the law firm of Newton D. Baker, former Secretary of War.

With the Department of Justice and the Federal Trade Commission already investigating ASCAP, and with many stations indignant to the point of rage over ASCAP's extortionate royalty demands, the chances are that there will be even more suits against ASCAP filed in state courts throughout the country alleging restraint of trade. Mr. Levy, as the NAB treasurer and as the leader in its copyright activities, will be called upon to coordinate these suits, once they get under way.

To the rank and file of the industry, "Ike" Levy heretofore has been known as a lawyer and as a part owner of WCAU, Philadelphia 50,000-watter. His younger brother, Dr. Leon, according to "Ike," runs the station and knows all about the broadcasting business. Intimate friends say they have never seen two brothers more devoted to each other than "Doc" and "Ike."

Little has been known about "Ike" Levy by those in broadcasting because of his reticence about himself. After his sensational speech at the convention, numerous broadcasters inquired about him. They wanted to know this man who had so completely stirred them to such a fighting mood.

The fact is that "Ike" Levy is one of radio's real pioneers, who saw the possibilities of commercial broadcasting in its early days, and who grasped the idea of network broadcasting before the first chain got under way. Today he is the second largest stockholder in CBS, besides being chairman of the board of the company operating WCAU. William S. Paley, CBS president, is the brother-in-law of Leon Levy.

Isaac David Levy was born in Philadelphia, Aug. 26, 1892, the son of a Philadelphia merchant. After attending elementary and high schools in Philadelphia, he was graduated in 1913 from the University of Pennsylvania Law School. He did not begin the practime of law immediately, however, because he was still a year or so short of his majority. He waited until he reached 21 before he hung out his shingle. Progress was swift for the bright young barrister, and he soon became one of Philadelphia's leading citizens and an outstanding trial lawyer.

In July, 1925, a radio opportunity came "Ike" Levy's way. He purchased WCAU from its founders, Wilson & Durham, and established it as a municipal station. That was before the advent of network broadcasting. The following year his brother Leon forsook his dental practice and joined him in the operation of WCAU.

Shortly after taking over the sta-

(*Continued on page 32*)

PERSONAL NOTES

COL. THAD H. BROWN, second zone radio commissioner, attended the inaugural of the new studios of WJAS and KQV, Pittsburgh, Oct. 19.

ROBERT I. WILDER, director of the press department of WOR, Newark, has been made business manager of the program department. Lewis Reid continues as program director.

A. W. (AL) CRAPSEY, formerly with the sales staff of the Edison Lamp Works, has been appointed sales representative of NBC at KOA, Denver.

MEL UHL, Jr., formerly on sales staff of KFOX, Long Beach, Calif., has been appointed manager of the Los Angeles office of that station.

LEW FROST, NBC production manager in San Francisco, is back at his desk after several weeks in Hollywood on a talent search.

GEORGIA FIFIELD, for seven years drama head of KNX, Hollywood, but lately freelancing, has organized the Georgia Fifield Productions, Beverly Hills, Calif., to produce programs for sponsors and agencies.

LESLIE WEINROTT, continuity man at KHJ, Los Angeles, has been appointed publicity director for the station, succeeding L. A. Mawhinney, recently named Los Angeles manager of The Columbia News Service.

HENRY I. METZ, Westinghouse publicity representative for its radio stations at Chicopee Falls, Mass., and Mrs. Metz, are parents of a son, born Sept. 7, his mother's birthday. Mr. Metz recently was transferred to his present post from the radio engineering department of Westinghouse.

LEHMAN CAMERON, formerly of KWCR, Cedar Rapids, Iowa, more recently with WIAS, Ottumwa, Iowa, has joined the sales staff of WHBF, Rock Island, Ill.

G. HAROLD PORTER, vice president and western manager for RCA-Victor Co., returned to Los Angeles headquarters late in October after spending three weeks at Camden headquarters.

LEO TYSON, until recently manager of KHJ, Los Angeles, late in October became manager for Al Pearce's gang, west coast NBC troupe.

ALBERT E. SHORT, supervisor of the music division in NBC's program department, New York, has resigned, and his place has been filled by Walter E. Koons, formerly of the Aeolian Company and editor of a musical magazine before going to NBC.

RAY BLACK has been appointed Chicago manager of the Columbia News Service. He formerly was with United Press in Chicago.

EFFIE MARINE HARVEY has been appointed educational director of WBBM, Chicago. Her duties will include selections of women's club speakers for radio talks.

WILLIAM J. MURPHY, formerly with the McJunkin Advertising agency, Chicago, and on the continuity staff of the CBS Chicago division, is now on the continuity staff of the NBC Chicago studios.

ROBERT ARCHER, former program director of WFIW, Hopkinsville, Ky., has been placed in charge of production at WKBF, Indianapolis. Archer began his radio career as an announcer on WKBF, and continued his rise as program director at the Hopkinsville station under "Plug" Kendrick, present manager of WKBF.

WILLIAM A. SCHUDT, Jr., manager of WBT, Charlotte, N. C., former head of the CBS television department, has been appointed to Rotary International representing broadcasting.

BEHIND THE MICROPHONE

WILLIAM E. COYLE, formerly of WTIC, Hartford, Conn., has joined the Washington announcing staff of NBC.

ALAN TRENCH, formerly of WJAY, Cleveland, has joined the announcing staff of WCAE, Pittsburgh.

EDWARD LYNN, producing the "Catherine the Great" series on KHJ, Los Angeles, will also produce "Our Romantic Presidents" weekly over KMTR, Hollywood.

WILBUR HALL, author of numerous air serials and plays, is leaving the San Francisco NBC's production staff to complete work on a biography.

DON ALLEN, announcer and copy editor at KFWB, Hollywood, late in October became a father of a girl, Joan.

DONALD DOWD, WLW announcer and Josephine Roberts, of Philadelphia, vocalist, who has appeared on several CBS programs, were married Oct. 9. Mr. Dowd formerly was with WLIT, Philadelphia, having joined WLW two months ago. His bride is well known in Philiadelphia society.

WALTER FRAMER has been added to the radio staff of the Pittsburgh POST GAZETTE, to broadcast news items under the direction of Darrell V. Martin, radio editor. POST GAZETTE news is broadcast three times a day over Station WWSW, managed by Frank Smith, Jr.

CHARLES FLESHER, arranger at KHJ, Los Angeles, was recently married to Darleen Dale, a professional singer and dancer.

RAYMOND PAIGE, music director for KHJ, Los Angeles, will direct the orchestra in "Joe Palooka," picture for Reliance at United Artists studio.

JERRY MOHR, who left the CBS staff to become chief announcer of the Amalgamated Broadcasting System, has rejoined the announcing staff of WINS, New York, with which he formerly was associated.

WILLIAM VICKLAND, famous for his portrayal of Abraham Lincoln in the "Prairie President" series on WLS, Chicago, and also as pastor of the "Little Brown Church of the Air," has left that station for free lance and personal appearance work. WLS has added Dr. John W. Holland, assistant pastor of Chicago Temple, to its staff as "radio pastor."

GEORGE BIGGAR, program director of WLS, was principal speaker at the annual convention of the South Dakota High School Press association at Brookings, Oct. 20.

REGINALD SHARLAND, of the "Watanabe and Archie" duo at KNX, Hollywood, will be in "Long Lost Father" for Radio Pictures.

ART COOK, former radio editor of the CLEVELAND PRESS, has joined the staff of WSPD, Toledo, as an announcer and writer to conduct a weekly "Radio Column of the Air."

ALAN SCOTT has rejoined the announcing staff of WCAU, Philadelphia, after an fibsence of two months.

ADAM YUNG, NBC night page supervisor in New York, has been appointed headquarters captain of the U. S. Volunteer Life Savings Corps.

THE ARTISTS Bureau of the NBC Chicago division has signed Cheri McKay, vocalist; Helen Page, actress; Murray Forbes, actor; Vance McCune, actor; Eric Sagerquist, orchestra conductor; Jack Rose, guitarist; Tony Cabooch; George Watson, announcer; Irene Beasley, vocalist; Wendell Hall, vocalist; Frederic Bittke, baritone, and Florence and Arthur Lake.

DAVIDSON TAYLOR, who joined the announcing staff of CBS early in October, is in the hospital with pneumonia. He is reported to have passed the crisis, and to be making favorable progress.

OSGOOD WESTLEY, staff singer of WLS, Chicago, and Mary Elizabeth Schnoor, also on the station's staff, were married Oct. 16 in Brookings, S. D., in the bride's home.

GEORGE BURNS and Grace Allen begin broadcasting Nov. 1 from Hollywood, where they have gone to make three full-length pictures for Paramount. In one picture they will be featured alone, and in another with Bing Crosby.

JAMES DOANE has severed his managerial connection with Morton Downey, who is now on vaudeville tour, and has been succeeded by Louis Ernst.

Davis Of XEPN Takes Management Of KMAC

HOWARD W. DAVIS, former vice president of the Southwest Broadcasting Co., who recently became manager of XEPN, Piedras Negras, Mexico, opposite Eagle Pass, Tex., announces that he has also taken over the management of KMAC, 100-watt station at San Antonio, about 100 miles to the northwest. He will make his headquarters in the Blue Bonnet Hotel, San Antonio. Jack A. Mims, former commercial manager of KTAT, Fort Worth, has joined KMAC in the same capacity.

Mr. Davis announces that the following accounts have been signed for the two stations: John Brown Schools, Siloam Springs, Ark. (religious college); Mid-Central Fish Co., Kansas City (Hyal), through Russell C. Comer Agency, Kansas City; Sterling Life Insurance Co., Chicago, through Murrell Crump Adv. Co., Kansas City; Nacor Medicine Co., Indianapolis, through Neisser-Myerhoff Co., Milwaukee (transcription); National Security Association, Los Angeles (insurance), transcription announcements through Lockwood-Shackelford Co., Los Angeles; Dr. Hayes Association, Kansas City (Hygo), through Hogan Advertising Agency, Kansas City; International Laboratories, Omaha (hair and scalp remedy), through Buchanan & Thomas, Omaha; Martin Product Co., Houston (MST rheumatism medicine), through Jay H. Skinner Adv. Co., Houston.

WMCA Changes Heads Of Sales, Artists Units

COMMERCIAL activities of WMCA, New York, are now under the direction of Talbot O. Freeman, who has been appointed a vice president of the Federal Broadcasting Co., and Sybil Segal, assistant sales director. Formerly in charge of sales were Ralph Anspach, as director, and Charles Weiss, assistant, whose resignations were accepted shortly before Mr. Freeman's appointment was announced. Miss Segal formerly was an assistant to Anspach. Mr. Freeman has been associated with Colonial Airways.

Frank Henings, prominent in the booking field and once musical director of Columbia Pictures, is now head of the Artists Bureau of WMCA. Bob Haring, orchestra leader and until recently musical director of Brunswick Record Corp., is in charge of the dance band division, and Philip Abrahams has been appointed head of the public address service.

IN THE CONTROL ROOM

GRANT E. MAKINSON has joined the operating staff of KDKA, Pittsburgh, as control room operator. He was formerly with A. T. & T. at Cuyhoga Falls, Ohio, as program maintenance operator, and is well known in amateur radio circles.

THEADORE SHREYER, Jr., son of Ted Shreyer, in the engineering staff of the NBC Chicago division, was subjected to an operation on his hand Oct. 21.

W. C. LAHMAN, formerly with Universal Wireless, has joined the engineering staff of the NBC in Chicago.

JOSEPH A. CHAMBERS, technical supervisor of WLW, was host to members of the Cincinnati chapter of the I. R. E. and the American Institute of Radio Engineers Oct. 17 at an inspection of the new 500 kw. plant of WLW nearing completion at Mason, O. Members from neighboring cities also were in the party.

LEO E. YODER has returned to the transmission staff of WCAE, Pittsburgh, after four years at college.

JOHN GANTT, control engineer of WOL, Washington, is the author of a group of radio plays that are being syndicated.

EDGAR H. FELIX, radio consultant, has established new headquarters in the Hotel Paramount, New York.

ADDITIONS to the engineering staff of WOR, Newark, are announced by Jack R. Poppele, chief engineer, as follows: Howard Donniez, Warren Howe and L. W. Olander.

A. H. SAXTON, Pacific division, technical director for NBC, has added four new men to his department in San Francisco. They are Walter D. Kellogg and James I. Ball, operators; George Maher, Jr., studio engineer, and Warren Anderson, field engineer.

MEL LEMON has returned to KMPC, Beverly Hills, Cal., as chief operator. He had left for three months to erect and manage a station at Tijuana, Mex.

"CAL" APPLEGATE, technician at KRKD, Los Angeles, has gone to KFWB, Hollywood, as a panel mixer.

WILLIAM BROWN, field engineer of NBC in San Francisco, and Edith Carlson, Seattle, were married Oct. 9.

PHIL BLOOM of the technical staff of WSPD, Toledo, was married recently.

Dr. Brinkley Reported Planning 500 Kw. XER

ALMOST simultaneous with the report that Dr. John R. Brinkley, deposed Kansas medico-broadcaster, had ordered a 500 kw. transmitter for XER, at Villa Acuna, Mexico, comes word that the "goat gland" expert is moving his hospital from Milford, Kans., to Del Rio, Tex., across the Rio Grande from his station.

At the recent NAB convention at White Sulphur Springs, W. Va., James W. Baldwin, NAB representative at the North American Radio Conference in Mexico City, stated he had learned that the 500 kw. apparatus had been ordered in the United States and that the new station is under construction. XER is licensed to operate on the 735 kc. mid-channel by the Mexican government with 75 kw., but several months ago procured a permit to increase its power to 500 kw.

A dispatch in the NEW YORK TIMES, Oct. 13, stated that Brinkley has announced that he is forsaking his hospital at Milford and is moving to Texas. Another report was that the new hospital is now under construction at Del Rio. Before KFKB, Milford, was shut off three years ago by the Radio Commission, Dr. Brinkley used it to advertise his medical treatments and his medicines. Since then he has been carrying on a similar campaign over XER, equipped with a directional antenna pointed northward toward the United States.

Isaac David Levy

(*Continued from page 31*)

tion, "Ike" Levy conceived the idea of a network. He called on Herbert Hoover in Washington, then Secretary of Commerce and in charge of radio regulation, to ascertain the law and the government's view on such a project. Receiving a satisfactory reply, he began to lay the groundwork, only to see NBC get under way the next year as the first permanent chain.

Soon others followed suit, and the original CBS chain was formed. It was then that "Ike" Levy, together with Jerome H. Louchheim, of Philadelphia, builder of most of the city's subways and of the Delaware bridge, made the proposition to take over the network, then struggling along with only negligible success. Mr. Louchheim was Mr. Levy's client. In 1927, a deal to take over the chain was consummated through negotiation with J. Andrew White, Arthur Judson and other stockholders.

In two years the network was "in the black," but before that time Mr. Louchheim expressed a desire to retire from the business and sold his interest to Bill Paley, then only 27, and to "Ike" Levy. Mr. Paley became president of the network, and since has acquired control. Mr. Levy subsequently retired as vice president of CBS, but remains as a member of the board, together with his brother, who, incidentally, is the third largest stockholder in the enterprise.

Although only 41 years old, "Ike" Levy, to use his own words, now is "taking life easy." While he still maintains his law office in Philadelphia, he is inclined to leave the broadcasting business to his brother. A fighter at heart, his interest in copyright grows out of a desire to see the industry receive fair and equitable treatment.

In November, 1924, Mr. Levy married Rita Kaplan, of Philadelphia, one of the city's belles. They have two children, Richard, 8 and Ann, 2. Bridge is "Ike" Levy's hobby, but he admits that poker is something of an obsession and that he enjoys a round of golf now and then. He has as wide a circle of friends, particularly in the show business, as any one in Philadelphia. He is a member of the Pennsylvania Bar Association, and of the Masons and various other fraternal and civic organizations.

PLOUGH, Inc., Memphis, Tenn. (medicines and toilet goods), large user of spot time, reports a consistent increase during 1932 in sales, with plans being made for a record autumn advertising budget.

KSD

IN ST. LOUIS

NEW RATE CARD

New rates announced by KSD enable advertisers to plan programs either for continuous or staggered dates and get full advantage of discounts for number of broadcasts used.

Red Network Outlet for National Broadcasting Company

Station KSD The St. Louis Post-Dispatch

Post-Dispatch Building, St. Louis, Mo.

Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit

St. Louis San Francisco Atlanta

SYLVANIA TYPE 851
The largest graphite anode tube ever made! One of Sylvania's complete line of Graphite Anode Tubes.

PROVEN SUPERIORITY
Sylvania's Revolutionary
GRAPHITE ANODE TUBES!

● Graphite Anode Tubes, conceived and originated by SYLVANIA'S engineers, have now definitely established their superiority beyond question in all transmitting applications.

Broadcasting engineers have convinced themselves of this through practical tests and in service and have hailed this revolutionary development as the most outstanding accomplishment in tube design since the advent of thoriated tungsten filament.

Everywhere you will soon see Graphite Anode Tubes used exclusively in broadcast transmitters. Don't delay in bringing this important advantage to your station.

IMMEDIATE DELIVERIES: Types 203-A, 204-A, 210, 211, 211-C, 830, 845, 849, 851, 852, 860, 865, 866, 866-A, 872 and 872-A are stocked at Clifton factory and at all branch warehouses listed below.

This complete line of Graphite Anode Tubes now gives radio science the following major tube advantages:

1. High plate dissipation without over-heating . . . a direct result of graphite's high thermal emissivity.

2. Lower operating temperature at anode and, consequently, of the other electrodes. Prevents secondary and primary emission from the grid.

3. Uniformity of characteristics. The physical properties of graphite permit exact processing. Graphite does not warp under high temperatures and the mechanical dimensions of the anode remain constant. Proper relation between tube elements retained in this manner, preserve the normal electrical characteristics of the tube.

4. Long life. Comparative freedom from gas is another important effect of the graphite anode and the high vacuum obtainable results in longer tube life.

NRA WE DO OUR PART

● *Write for free characteristic sheets of the Sylvania transmitting tube line.*

HYGRADE SYLVANIA CORPORATION

Hygrade Lamps — **ELECTRONICS DEPARTMENT** — *Sylvania Tubes*

CLIFTON, NEW JERSEY

FACTORIES

SALEM, MASS. · EMPORIUM, PA. · ST. MARYS, PA. · CLIFTON, N. J.

Warehouse Stocks in

PORTLAND, ORE. · CHICAGO, ILL. · PHILADELPHIA, PA. · LOS ANGELES, CALIF. · ATLANTA, GA. · SALEM, MASS. · NEW YORK, N. Y.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBZ-WBZA, Boston - Springfield: Watson Co., Attleboro, Mass. (silverware), two 15-minute studio programs weekly, 13 times, thru Kenyon Advertising Agency, Boston; Carter Medicine Co., New York (Carter Little Liver Pills), daily time signal, 13 weeks, H. H. Good Advertising Co., N. Y.; B. F. Goodrich Co., Akron, 3 transcriptions weekly, 11 times, Ruthrauff & Ryan, N. Y.; Stanco, Inc., New York (Nujol), 3 Dr. Royal Copeland transcriptions weekly, 65 times; Hills Brothers Co., New York (gingerbread mix), rotating schedule of cooking school, 13 weeks, Fuller & Smith & Ross, N. Y.; Pennzoil Co., Oil City, Pa., 3 transcriptions weekly, 16 times, Ruthrauff & Ryan, N. Y.; Chieftain Mfg. Co., Baltimore (shoe polish), studio shopping service, 16 times, Van Sant, Dugdale & Co., Baltimore; Skat-a-Rat Corp., Providence (rat exterminator), 7 shopping service periods, Lampher & Schonfarber, Providence; Sun-Rayed Co., Frankfort, Ind. (tomato juice), 13 cooking school periods, Chambers & Wiswell, Boston; Lynn Products Co., Lynn, Mass. (oil burners), daily weather report, 4 weeks, Harry M. Frost Co., Boston; George C. Frye Co., Portland, Me. (Pancreobismuth), daily weather reports, 52 weeks, John W. Queen Advertising - Merchandising, Boston; Sweeper-Vac Co., Worcester, Mass. (vacuum cleaners), 3 shopping periods weekly, 33 times, Wm. B. Remington, Inc., Springfield, Mass.; Harvard Brewing Co., Lowell, Mass. (beer), weekly studio program, 52 weeks, Dowd & Ostreicher, Boston; Kleistone Rubber Co., Warren, R. I. (arch cushions), 6 shopping periods, Lampher & Schonfarber, Providence; Joseph Burnett Co., Boston (extracts), 13 cooking school periods; Good Luck Food Co., Rochester, N. Y. (food products), 13 cooking school periods, Hughes, Wolff & Co., Rochester.

WHBF, Rock Island, Ill.: Household Finance Corp., Chicago, 13 weekly, 15-minute Jones & Hare transcriptions, Charles Daniel Frey Co.; United Drug Co., Boston, ten 15-minute Rexall Magic Hour transcriptions, Thompson-Koch and WBS; Rock Island Brewing Co., baseball broadcasts thru L. W. Ramsey Company, Davenport, Ia.; Goodrich-Silvertown, Inc., 4 time signals daily thru December, direct; Frigidaire Corp., Dayton, O., daily minute announcements thru local dealer; One Minute Washer Co., Newton, Ia., 26 announcements, direct; Fels & Co., Philadelphia, (Fels Naptha soap), 39 fifteen-minute studio programs, Young & Rubicam, N. Y.; B. F. Goodrich Rubber Co., 10 five-minute transcriptions, Ruthrauff & Ryan, N. Y.

KYW, Chicago: F. E. Barr Co., Chicago (Boracitine toothpaste), "Uncle Bob" studio series weekly, 13 times, thru Rogers & Smith, Chicago; World Book Publishing Co., Chicago, studio talks, 3 weekly, 26 weeks, direct; Radio & Television Institute, Chicago (correspondence school), 13 Sunday musicals, A. T. Sears & Son; United Remedies, Chicago (Acidine), studio talks 7 nights weekly, indefinite, Heath-Seehof, Chicago.

WCFL, Chicago: Rit Products Co., Chicago (shaving cream), daily time signals, 13 weeks, thru Earl Ludgin, Chicago; U. S. School of Music, Chicago (correspondence school), weekly transcriptions, 13 weeks, Rose-Martin Agency, Chicago.

WCAE, Pittsburgh: Westgate Sea Products Co., San Diego, Cal. (tuna fish) once weekly, 26 times, thru Barnes Campbell Co., San Diego; General Mills, Minneapolis (Gold Medal flour) 6 transcription weekly, 90 times, Blackett-Sample-Hummert, Chicago; American Soap & Glycerine Producers Association, New York (GPA radiator glycerine) temperature reports daily, 70 times, SHB; Bay State Fishing Co., Boston (sea food) 2 announcements weekly, 26 times, SHB; Rieser Co., New York (Venida wave set) twice weekly, 26 times, Lawrence C. Gumbinner, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem) weather reports twice weekly, 26 times, Joseph Katz Agency, Baltimore; Paris Medicine Co., St. Louis (Grove's Bromo Quinine) daily announcements, 182 times, Lambert & Feasley, N. Y.; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 13 times, Lambert & Feasley, N. Y.; Stanco, Inc., New York (Nujol and Mistol) 5 morning and 5 afternoon transcription health talks, 13 weeks, McCann-Erickson, N. Y.; Justrite Mfg. Co., Chicago (pet seed) 6 announcements weekly, 156 times, Gustav Marx Agency, Milwaukee; Procter & Gamble Co., Cincinnati (Oxydol) 3 transcriptions weekly, 13 times. WBS.

WNAC, Boston: Norfolk Paint & Varnish Co., Norfolk Downs, Mass., 3 times weekly, 52 weeks, thru Badger & Browning, Boston; Menderth, Inc., Boston (fertilizer) Sunday, 13 times, Wood, Putnam and Wood, Boston; Stanco, Inc., New York (Nujol) Dr. Copeland's health talks, transcriptions, 5 times weekly, 65 times, McCann-Erickson, N. Y.; United Drug Co., Boston (Rexall products) 5 transcription broadcasts, Thompson-Koch Co., Cincinnati; Household Finance Corp., Boston (home loans) time signals, daily, 364 times, Charles Daniel Frey, Chicago; Minard Co., Framingham, Mass. (inhalant and mouth wash) announcements 4 days weekly, 1,965 times, F. B. McKechnie, Boston; Frank Bownes & Co., Lynn, Mass. (Modene paints) 78 announcements, Harry M. Frost, Boston.

WAAB, Boston, and WICC, Bridgeport, Conn. (hookup): Wesson Oil & Snowdrift Sales Co., Boston, 52 Sunday half hours with Italian orchestra and vocalists, direct.

WLS, Chicago: Stanco, Inc., New York (Nujol), 5 morning transcriptions weekly to Jan. 9, thru McCann-Erickson, N. Y.; Reliance Mfg. Co., Chicago (Big Yank shirts), Saturday night studio musical, 13 weeks, Carroll Dean Murphy, Chicago; General Mills, Minneapolis (Wheaties), 6 morning transcriptions weekly, 13 weeks, thru Blackett-Sample-Hummert, Chicago, and WBS; Jung Seed Co., Randolph, Wis. (seeds and bulbs), morning studio announcements, Frizzell Adv., Minneapolis, also two 15-minute studio programs weekly, Feb. 13-March 30; Detroit White Lead & Color Works, Detroit (paints), 2 transcriptions weekly, April 18-July 13, Henri, Hurst & McDonald and SHB, Chicago; International Oil Heating Co., St. Louis (oil burners), 3 morning studio musicals weekly, indefinite, Lloyd & Hill, St. Louis; S. O. S. Co., Chicago (cleanser), 3 five-minute programs weekly, Oct. 9-Nov. 29, Henri, Hurst & McDonald.

KDKA, Pittsburgh: Reo Motor Car Company, Lansing (automobiles), daily spot announcements, 2 weeks, thru Maxon, Inc., Detroit; P. Duff & Sons, Pittsburgh (molasses, cake mix) 5-minute talks by Dorothy Duff, three times weekly, 13 weeks, thru Batten, Barton, Durstine & Osborne, Pittsburgh; S. O. S. Company, Chicago (scouring pads), renewal of a thrice-a-week participation in Home Forum, 8 weeks, SHB, Chicago; Commercial Milling Co., Detroit (flour), 4 participations in Home Forum and 2 announcements, Karl Behr, Detroit.

WMAQ, Chicago: Fitzpatrick Bros., Chicago (Kitchen Klenzer and Automatic Soap Flakes), Tuesday studio musical, 1 year, thru Airway Sales Engineers, Chicago; Colonial Dames Co., Hollywood (cosmetics), Monday musical, 1 year, Ad-Staff Adv. Agency, Hollywood; Belding, Heminway, Corticelli, Inc., New York (Corticelli silk), 5 studio musicals weekly to Nov. 27, H. W. Kastor, N. Y.

WOW, Omaha: Goodrich Silvertown Co., Omaha branch (tires) transcription, direct; Crazy Water Hotel Co., Omaha distributor (Crazy Crystals), hour daily; Beech-Nut Packing Co., Canjahorie, N. Y. (gum) 3 announcements weekly, McCann-Erickson, N. Y.; Plymouth Motor Car Co., Omaha dealer, transcriptions from SHB; Hudson Motor Car Co., Omaha dealer, transcriptions.

STRANGE AS IT SEEMS—Eddie Butler, unique performer on KOIL, was the subject of John Hix's "Strange As It Seems" sketch syndicated to several hundred newspapers Oct. 7. It is here reproduced by courtesy of Mr. Hix and the McNaught Syndicate.

WOR, Newark: E. I. du Pont de Nemours & Co., Wilmington, Del. (Zerone) sports resume once weekly, 4 weeks, Batten, Barton, Durstine & Osborn, N. Y.; United Drug Co., Boston (Rexall products) 5 times weekly, 5 weeks, WBS; Dodge Brothers Motor Corp., Detroit, sports resume 3 times weekly, 6 weeks, Ruthrauff & Ryan, N. Y.

WNAC, Boston, and WEAN, Providence (hookup): Vitacon Laboratories, Inc., Boston, 52 twice weekly half hours with Fabien Sevitzky, conductor of Metropolitan Theatre Grand Orchestra, and talks by Prof. Robert E. Rogers, of Massachusetts Institute of Technology, thru Dowd & Ostreicher, Boston.

WENR, Chicago: Craddock-Terry Shoe Co., Lynchburg, Va. (Billiken shoes), Friday transcriptions, Oct. 6 to Dec. 29, thru Hanff-Metzger Co., N. Y.; Stanco, Inc., New York (Mistol), 4 transcriptions weekly, indefinite, McCann-Erickson, N. Y.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) not later than Nov. 27 (exact date to be announced later), will start Leopold Stokowski conducting the Philadelphia orchestra over 68 CBS stations, daily except Sundays, 9-9:15 p. m., 52 weeks. Agency: Newell-Emmett Co.

HUMPHREYS' HOMEOPATHIC MEDICINE Co., New York (Humphreys' Remedies) on Nov. 13 starts "Morning Home Circle" with Bob Emery in songs and recitations on NBC network of WEAF, WTAG, WEEI, WJAR, WCSH, WFBR and WRC, Sundays, 12:15-12:30 p. m., with WLIT starting Nov. 26 and alternating with WFI every other Sunday thereafter; also on same network except Philadelphia, Mondays, Wednesdays and Fridays, 9-9:15 a. m. Agency: The Biow Co., N. Y.

RED STAR YEAST PRODUCTS Co., Milwaukee (compressed yeast) on Oct. 17 started "Galaxy of Stars," musical and vocal, over special NBC network of Philadelphia, WGY, WBEN, WCAE, WTAM, WSAI, WWJ, Chicago, WOC-WHO, WOW, WDAF, WTMJ and KSTP, Tuesdays, Thursdays and Saturdays, 11-11:15 a. m. Agency: N. W. Ayer & Sons, Chicago.

PLOUGH, Inc., Memphis, Tenn. (St. Joseph's aspirin and Penetro), on Oct. 17 started script show with music on special NBC network comprising WSAI, KSD, WOC-WHO, WOW, WRVA, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WMC, WSB, WJDX, KVOO, WKY, KTHS, WBAP, KTBS, KPRC, WOAI and WSM, Tuesdays, 8-8:15 p. m. Agency: Lake-Spiro-Cohn, Inc., Memphis.

PET MILK SALES Corp., St. Louis (canned milk) on Nov. 7 starts Mary Lee Taylor, domestic science expert, in series titled "Pet Milky Way" on 35 CBS stations in east, middle west and south, excluding WABC, Tuesdays and Thursdays, 11-11:15 a. m. Agency: Gardner Advertising Co., St. Louis.

CONTINENTAL BAKING Co., New York (bread and cakes) on Nov. 6 renews "Happy Wonder Bakers" with Vivian Ruth, contralto, two-piano team and quartet on 28 CBS stations, Mondays, Wednesdays and Fridays, 8-8:15 p. m., 52 weeks. Agency: Batten, Barton, Durstine & Osborn, N. Y.

WORCESTER SALT Co., New York (salt and toothpaste) on Dec. 8 starts Zoel Parenteau's orchestra with Carl Van Amburgh, soloist, over 14 eastern CBS stations, Fridays, 6:45-7 p. m. Agency: Fuller & Smith & Ross, N. Y.

GENERAL MOTORS Corp., Detroit (Buick-Olds-Pontiac) on Dec 18 (tentative) starts all-star shows on 60 CBS stations, daily except Sundays, 9:15-9:30 p. m., 52 weeks. Agency: Campbell-Ewald Co., Detroit.

GENERAL MOTORS Corp., Detroit, on Dec. 17 starts musical program, details undecided, on 17 NBC-WJZ stations, Sundays, 6-7 p. m. Agency: Campbell-Ewald Co., Detroit.

EDNA WALLACE HOPPER, Inc., Shicago (cosmetics) on Oct. 30 started "Romance of Helen Trent" on 18 CBS stations, Mondays inclusive, 2:15-2:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN ROLLING MILL Co., Middletown, O. (sheet steel) on Nov. 10 starts 65-piece band with Bennett Chappell as narrator in role of "Iron Master" over 17 NBC-WJZ stations, Fridays, 10-10:30 p. m. Agency: Batten, Barton, Durstine & Osborn, Chicago.

BENJAMIN MOORE & Co., New York (paints and varnishes) on Nov. 1 starts "Betty Moore on Interior Decorating" on 21 NBC-WEAF and supplementary stations, Wednesdays, 11:30-11:45 a. m. Agency: none.

GENERAL FOODS Corp., New York (Grape Nuts) on Nov. 18 starts series from S. S. Jacob Ruppert, Admiral Byrd's flagship, news of Litle America expedition rebroadcast via short waves, over 59 CBS stations, Saturdays, 10-10.30 p. m. Agency: Young & Rubicam, N. Y.

NATIONAL OLD AGE PENSION ASS'N, Washington, D. C., on Oct. 29 began a special series of three consecutive Sunday broadcasts on pensions for the aged over 14 eastern and middle western CBS stations, 7.30-7.45 p. m. Agency: Lewis Edwin Ryan, Washington.

KOLYNOS SALES Co., Chicago (toothpaste) on Oct. 16 started "Just Plain Bill" over an additional CBS network of 18 middle western and western stations, daily except Saturday and Sunday, 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer aspirin) on Oct. 15 renewed "American Album of Familiar Music" on 45 NBC-WEAF and supplemental stations, Sundays, 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

OCCIDENTAL LIFE INSURANCE Co. of California, Los Angeles, on Oct. 31 starts "Winning the West," dramatic series, over network comprising KGO, KOMO, KGW and KFI, Tuesdays, 9:30-10 p. m., PST. Agency: Charles R. Stuart, Inc., San Francisco.

WESSON OIL & SNOWDRIFT SALES Co., San Francisco, on Nov. 22 starts "One Man's Family" on basic NBC-KGO network, Wednesdays, 8:30-9 p. m., PST, 52 weeks. Agency: Fitzgerald Advertising Agency, New Orleans.

S. O. S. Co., Chicago, through Maillard & Schmeidell, San Francisco (aluminum cleaner) on Oct. 11 started talk by Helen Webster, with Bennie Walker as m. c. and music, in the Woman's Magazine of the Air period on basic NBC-KGO network, Wednesdays, 10:30-10:50 a. m., PST. Agency: Henri, Hurst & McDonald, Chicago.

WOJTASINSKI DRUG Co., Dorchester, Mass. (Eatro-Lek proprietary) on Oct. 15 started string ensemble and vocalists over 7 Yankee Network stations, Sundays, 12:45-1 p. m., 52 weeks. Agency: Chambers & Wiswell, Boston.

THOS. LEEMING & CO., New York (Baum Bengue) on Oct. 31 starts Don Ross as the "Bengay Serenader" in 3 15-minute morning periods weekly, 12 weeks, piped to WNAC, WDRC, WEAN and WICC of the Yankee Network. Agency: Wm. Esty & Co., N. Y.

J. W. MARROW Co., Chicago (Mar-O-Oil) on Oct. 29 started Gene Arnold in poetry and prose with piano accompaniment Sundays, 4:15-4:30 p. m., on special NBC network of WLS, KWK, KWCR, WREN, KOIL and KSO, and Wednesdays, same time, on KWK, KWCR, WREN, KOIL and KSO. Agency: Stack-Goble Adv. Agency, Chicago.

HEALTH PRODUCTS Co., Newark (White's Cod Liv-X) on Nov. 5 starts "Bar-X Ranch" on 15 NBC-WJZ stations, Sundays, 2-2:15 p. m. Agency: William Esty & Co., N. Y.

NBC CHANGES: Calsodent's "Mouth Health" program on Oct. 17 switched to WJZ, Tuesdays, 4:15-4:30 p. m.; Harold F. Ritchie Company's "Circus Days" on Oct. 20 shifted to 21 NBC-WEAF stations, Fridays and Saturdays, 7:30-7:45 p. m., instead of WJZ network as previously announced; Richfield Oil's "Richfield Country Club" program on Oct. 23 started on 8 NBC-WJZ stations Mondays, 10-10:30 p. m. instead of 7:30-8 p. m.; U. S. Tobacco Company's program on Nov. 18 will start over 7 eastern NBC-WEAF stations, Saturdays, 7-7:30 p. m.; Texaco brings Ed Wynn back to its "Fire Chief" programs Tuesday nights on NBC-WEAF, starting Nov. 31; Will Rogers on Oct. 29 returned to Gulf Oil's Sunday night "Headliners" programs on NBC-WJZ, starting Oct. 29; Feenamint's "Bar-X Ranch" on Oct. 29 shifted to NBC-WJZ for a new Sunday series, 2-2:30 p. m.; Molle's new show started on NBC-WEAF OCT 30, Mondays, 7-7:30 p. m.; Vadsco Sales' "Djer Kiss Recital" on Oct. 26 shifted to Thursdays, 7:30-7:45 p.m. on NBC-WJZ, and on Nov. 2 starts Michael Barlett instead of Cyrena Van Gordon; Johns-Manville's Floyd Gibbons series on Oct. 30 shifted to 12:30-12:45 a. m. EST, for its relay to 6 NBC-KGO stations.

CBS CHANGES: Wheatena's "Ye Happy Minstrel," previously heard on WABC and WCAU only, has been extended to include WNAC, WDRC and WEAN, Saturdays, 6:45-7 p. m. and Mondays, Tuesdays, Wednesdays and Thursdays, 4:45-5 p. m., from Nov. 5; Silver Dust has shifted to Tuesdays and Thursdays, 7:30-7:45 p. m. and Saturdays, 7:15-7:30 p.m.; Bourjois' "Evening in Paris" on Nov. 5 moves to a new half-hour spot, Sundays, 8-8:30 p. m.; Household Finance Corp. on Nov. 1 begins new "Music Box" series, Mondays and Wednesdays, 6:45-7 p. m.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. RUFUS DOIG, formerly manager of the San Francisco office of Edward Petry & Co., radio station representatives, has joined the San Francisco staff of O'Mara & Ormsbee, Inc., national newspaper representatives, effective Oct. 11. Doig had been a member of that organization for nearly five years previous to his affiliation with Petry. Newspapers represented by O'Mara & Ormsbee are the owners of five radio stations.

JOHN CARTER, formerly with J. Walter Thompson Co. in New York and Chicago, has joined Benton & Bowles, New York, to handle radio copy and production. Benton & Bowles was appointed by Bristol Myers Co., New York, to handle its Sal Hepatica advertising.

G. W. WORDEN has joined the radio department of the New York office of William H. Rankin Co.

A. WEST, formerly space buyer of the Clements Co., Philadelphia agency, has been appointed radio director.

HERBERT KING has been placed in charge of radio accounts of William B. Remiagton, Inc., Springfield, Mass. agency.

MISS CHARLOTTE CARTER has been appointed radio director of Moser & Cotins, Inc., New York agency.

REGINALD E. THOMAS, formerly with N. W. Ayer & Son, has joined the radio staff of Campbell-Ewald, Detroit.

GORDON C. YOUNG has been appointed advertising manager of Life Savers, Inc., Port Chester, N. Y.

McCANN-ERICKSON, Inc., New York agency, has opened a new branch office in the Public Service Bldg., Portland, Ore., having recently been appointed to handle the accounts of the Northwestern Electric Co. and the Portland Gas & Coke Co.

ASSOCIATED BROADCASTING Co., Kansas City station representatives, announces it appointment to represent KWKC, Kansas City; KUOA, Fayetteville, Ark.; and KFRU, Columbia, Mo.

SIX STATIONS of Union Radio, Madrid, Spain, have been signed for exclusive representation by Conquest Alliance Co., New York representatives of foreign stations, according to an announcement Oct. 20 by William H. Voeller, vice president.

NATIONAL CANNERS ASS'N, Washington, D. C., will carry on its campaign this winter and spring, with Fuller & Smith & Ross, Cleveland, handling account.

U. S. INDUSTRIAL ALCOHOL Co., New York (Super Pyro "200" antifreeze), has appointed the United Advertising Agency, New York, to handle its advertising.

NORTHERN CALIFORNIA Electric Refrigeration Bureau has placed its radio advertising account with Emil Brisacher & Staff, San Francisco.

W. D. ALKIRE has succeeded Jack Bessey as radio service director of Campbell-Durham-Von Olm Co., Chicago agency, which has moved its offices to 10 So. LaSalle St. Agency has recently secured the account of Mercuroil Corp. of America, Chicago (lubricating oils).

SIDNEY GARFINKLE ADVERTISING, San Francisco agency, announces its appointment to handle the following accounts, all of which are scheduled to use radio with other media: Custo Pudding Co., Distillers Distributing Corp., American Transcriptions, Inc., Allegretti Candy Co.

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, Harvester, Henry George and "44" brands) has appointed the Aitkin-Kynett Co., Philadelphia, to place its advertising.

CEREAL SOAPS Co., New York, has appointed H. E. Lesan Advertising Agency, New York, to handle its advertising.

CULVER LABORATORIES, Philadelphia (manicure preparations) has appointed Carter-Thomson Co., Philadelphia, to handle its advertising.

GEORGIE PORGIE Co., Council Bluffs, Ia. (cereal) has appointed Ferry-Hanly Advertising Co., Kansas City, to handle its advertising.

MARTIN-SENOUR Co., Chicago (paints and lacquers) has appointed N. W. Ayer & Son, Philadelphia, to handle its advertising.

THINC PRODUCTS, New York (Thinc Hand Creme) has appointed the New York office of Maxon, Inc. to handle its account.

RADIO STATION REPRESENTATIVES
Walter Biddick Co.
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle

ESSENTIAL
for complete coverage of the Corn Belt's richest area!
WOW
ON THE
N.B.C. BASIC RED NETWORK
Fighting sales resistance in the Omaha territory without WOW is like jousting with windmills. Get down to facts! In this area recent surveys have shown WOW to be first in coverage . . . mail response . . . popularity . . . reception. That means "blue ribbon coverage" of America's breadbasket!
Write John J. Gillin, commercial manager, for further details concerning WOW.
590 KILO. WOW 1000 WATTS
Owned and Operated by Woodmen of the World Life Insurance Association
OMAHA - NEBR.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WBZ-WBZA, Boston - Springfield: Watson Co., Attleboro, Mass. (silverware), two 15-minute studio programs weekly, 13 times, thru Kenyon Advertising Agency, Boston; Carter Medicine Co., New York (Carter Little Liver Pills), daily time signal, 13 weeks, H. H. Good Advertising Co., N. Y.; B. F. Goodrich Co., Akron, 3 transcriptions weekly, 11 times, Ruthrauff & Ryan, N. Y.; Stanco, Inc., New York (Nujol), 3 Dr. Royal Copeland transcriptions weekly, 65 times; Hills Brothers Co., New York (gingerbread mix), rotating schedule of cooking school, 13 weeks, Fuller & Smith & Ross, N. Y.; Pennzoil Co., Oil City, Pa., 3 transcriptions weekly, 16 times, Ruthrauff & Ryan, N. Y.; Chieftain Mfg. Co., Baltimore (shoe polish), studio shopping service, 16 times, Van Sant, Dugdale & Co., Baltimore; Skat-a-Rat Corp., Providence (rat exterminator), 7 shopping service periods, Lampher & Schonfarber, Providence; Sun-Rayed Co., Frankfort, Ind. (tomato juice), 13 cooking school periods, Chambers & Wiswell, Boston; Lynn Products Co., Lynn, Mass. (oil burners), daily weather report, 4 weeks, Harry M. Frost Co., Boston; George C. Frye Co., Portland, Me. (Pancreobismuth), daily weather reports, 52 weeks, John W. Queen Advertising - Merchandising, Boston; Sweeper-Vac Co., Worcester, Mass. (vacuum cleaners), 3 shopping periods weekly, 33 times, Wm. B. Remington, Inc., Springfield, Mass.; Harvard Brewing Co., Lowell, Mass. (beer), weekly studio program, 52 weeks, Dowd & Ostreicher, Boston; Kleistone Rubber Co., Warren, R. I. (arch cushions), 6 shopping periods, Lampher & Schonfarber, Providence; Joseph Burnett Co., Boston (extracts), 13 cooking school periods; Good Luck Food Co., Rochester, N. Y. (food products), 13 cooking school periods, Hughes, Wolff & Co., Rochester.

WHBF, Rock Island, Ill.: Household Finance Corp., Chicago, 13 weekly, 15-minute Jones & Hare transcriptions, Charles Daniel Frey Co.; United Drug Co., Boston, ten 15-minute Rexall Magic Hour transcriptions, Thompson-Koch and WBS; Rock Island Brewing Co., baseball broadcasts thru L. W. Ramsey Company, Davenport, Ia.; Goodrich-Silvertown, Inc., 4 time signals daily thru December, direct; Frigidaire Corp., Dayton, O., daily minute announcements thru local dealer; One Minute Washer Co., Newton, Ia., 26 announcements, direct; Fels & Co., Philadelphia, (Fels Naptha soap), 39 fifteen-minute studio programs, Young & Rubicam, N. Y.; B. F. Goodrich Rubber Co., 10 five-minute transcriptions, Ruthrauff & Ryan, N. Y.

KYW, Chicago: F. E. Barr Co., Chicago (Boracitine toothpaste), "Uncle Bob" studio series weekly, 13 times, thru Rogers & Smith, Chicago; World Book Publishing Co., Chicago, studio talks, 3 weekly, 26 weeks, direct; Radio & Television Institute, Chicago (correspondence school), 13 Sunday musicals, A. T. Sears & Son; United Remedies, Chicago (Acidine), studio talks 7 nights weekly, indefinite, Heath-Seehof, Chicago.

WCFL, Chicago: Rit Products Co., Chicago (shaving cream), daily time signals, 13 weeks, thru Earl Ludgin, Chicago; U. S. School of Music, Chicago (correspondence school), weekly transcriptions, 13 weeks, Rose-Martin Agency, Chicago.

WCAE, Pittsburgh: Westgate Sea Products Co., San Diego, Cal. (tuna fish) once weekly, 26 times, thru Barnes Campbell Co., San Diego; General Mills, Minneapolis (Gold Medal flour) 6 transcription weekly, 90 times, Blackett-Sample-Hummert, Chicago; American Soap & Glycerine Producers Association, New York (GPA radiator glycerine) temperature reports daily, 70 times, SHB; Bay State Fishing Co., Boston (sea food) 2 announcements weekly, 26 times, SHB; Rieser Co., New York (Venida wave set) twice weekly, 26 times, Lawrence C. Gumbinner, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem) weather reports twice weekly, 26 times, Joseph Katz Agency, Baltimore; Paris Medicine Co., St. Louis (Grove's Bromo Quinine) daily announcements, 182 times, Lambert & Feasley, N. Y.; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 13 times, Lambert & Feasley, N. Y.; Stanco, Inc., New York (Nujol and Mistol) 5 morning and 5 afternoon transcription health talks, 13 weeks, McCann-Erickson, N. Y.; Justrite Mfg. Co., Chicago (pet seed) 6 announcements weekly, 156 times, Gustav Marx Agency, Milwaukee; Procter & Gamble Co., Cincinnati (Oxydol) 3 transcriptions weekly, 13 times. WBS.

WNAC, Boston: Norfolk Paint & Varnish Co., Norfolk Downs, Mass., 3 times weekly, 52 weeks, thru Badger & Browning, Boston; Menderth, Inc., Boston (fertilizer) Sunday, 13 times, Wood, Putnam and Wood, Boston; Stanco, Inc., New York (Nujol) Dr. Copeland's health talks, transcriptions, 5 times weekly, 65 times, McCann-Erickson, N. Y.; United Drug Co., Boston (Rexall products) 5 transcription broadcasts, Thompson-Koch Co., Cincinnati; Household Finance Corp., Boston (home loans) time signals, daily, 364 times, Charles Daniel Frey, Chicago; Minard Co., Framingham, Mass. (inhalant and mouth wash) anouncements 4 days weekly, 1,965 times, F. B. McKechnie, Boston; Frank Bownes & Co., Lynn, Mass. (Modene paints) 78 announcements. Harry M. Frost, Boston.

WAAB, Boston, and WICC, Bridgeport, Conn. (hookup): Wesson Oil & Snowdrift Sales Co., Boston, 52 Sunday half hours with Italian orchestra and vocalists, direct.

WLS, Chicago: Stanco, Inc., New York (Nujol), 5 morning transcriptions weekly to Jan. 9, thru McCann-Erickson, N. Y.; Reliance Mfg. Co., Chicago (Big Yank shirts), Saturday night studio musical, 13 weeks, Carroll Dean Murphy, Chicago; General Mills, Minneapolis (Wheaties), 6 morning transcriptions weekly, 13 weeks, thru Blackett-Sample-Hummert, Chicago, and WBS; Jung Seed Co., Randolph, Wis. (seeds and bulbs), morning studio announcements, Frizzell Adv., Minneapolis, also two 15-minute studio programs weekly, Feb. 13-March 30; Detroit White Lead & Color Works, Detroit (paints), 2 transcriptions weekly, April 18-July 13, Henri, Hurst & McDonald and SHB, Chicago; International Oil Heating Co., St. Louis (oil burners), 3 morning studio musicals weekly, indefinite, Lloyd & Hill, St. Louis; S. O. S. Co., Chicago (cleanser), 3 five-minute programs weekly, Oct. 9-Nov. 29, Henri, Hurst & McDonald.

KDKA, Pittsburgh: Reo Motor Car Company, Lansing (automobiles), daily spot announcements, 2 weeks, thru Maxon, Inc., Detroit; P. Duff & Sons, Pittsburgh (molasses, cake mix) 5-minute talks by Dorothy Duff, three times weekly, 13 weeks, thru Batton, Barton, Durstine & Osborne, Pittsburgh; S. O. S. Company, Chicago (scouring pads), renewal of a thrice-a-week participation in Home Forum, 8 weeks, SHB, Chicago; Commercial Milling Co., Detroit (flour), 4 participations in Home Forum and 2 announcements, Karl Behr, Detroit.

WMAQ, Chicago: Fitzpatrick Bros., Chicago (Kitchen Klenzer and Automatic Soap Flakes), Tuesday studio musical, 1 year, thru Airway Sales Engineers, Chicago; Colonial Dames Co., Hollywood (cosmetics), Monday musical, 1 year, Ad-Staff Adv. Agency, Hollywood; Belding, Heminway, Corticelli, Inc., New York (Corticelli silk), 5 studio musicals weekly to Nov. 27, H. W. Kastor, N. Y.

WOW, Omaha: Goodrich Silvertown Co., Omaha branch (tires) transcription, direct; Crazy Water Hotel Co., Omaha distributor (Crazy Crystals), hour daily; Beech-Nut Packing Co., Canjahorie, N. Y. (gum) 3 announcements weekly, McCann-Erickson, N. Y.; Plymouth Motor Car Co., Omaha dealer, transcriptions from SHB; Hudson Motor Car Co., Omaha dealer, transcriptions.

STRANGE AS IT SEEMS—Eddie Butler, unique performer on KOIL, was the subject of John Hix's "Strange As It Seems" sketch syndicated to several hundred newspapers Oct. 7. It is here reproduced by courtesy of Mr. Hix and the McNaught Syndicate.

WOR, Newark: E. I. du Pont de Nemours & Co., Wilmington, Del. (Zerone) sports resume once weekly, 4 weeks, Batten, Barton, Durstine & Osborn, N. Y.; United Drug Co., Boston (Rexall products) 5 times weekly, 5 weeks, WBS; Dodge Brothers Motor Corp., Detroit, sports resume 3 times weekly, 6 weeks, Ruthrauff & Ryan, N. Y.

WNAC, Boston, and WEAN, Providence (hookup): Vitacon Laboratories, Inc., Boston, 52 twice weekly half hours with Fabien Sevitzky, conductor of Metropolitan Theatre Grand Orchestra, and talks by Prof. Robert E. Rogers, of Massachusetts Institute of Technology, thru Dowd & Ostreicher, Boston.

WENR, Chicago: Craddock-Terry Shoe Co., Lynchburg, Va. (Billiken shoes), Friday transcriptions, Oct. 6 to Dec. 29, thru Hanff-Metzger Co., N. Y.; Stanco, Inc., New York (Mistol), 4 transcriptions weekly, indefinite, McCann-Erickson, N. Y.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) not later than Nov. 27 (exact date to be announced later), will start Leopold Stokowski conducting the Philadelphia orchestra over 68 CBS stations, daily except Sundays, 9-9:15 p. m., 52 weeks. Agency: Newell-Emmett Co.

HUMPHREYS' HOMEOPATHIC MEDICINE Co., New York (Humphreys' Remedies) on Nov. 13 starts "Morning Home Circle" with Bob Emery in songs and recitations on NBC network of WEAF, WTAG, WEEI, WJAR, WCSH, WFBR and WRC, Sundays, 12:15-12:30 p. m., with WLIT starting Nov. 26 and alternating with WFI every other Sunday thereafter; also on same network except Philadelphia, Mondays, Wednesdays and Fridays, 9-9:15 a. m. Agency: The Biow Co., N. Y.

RED STAR YEAST PRODUCTS Co., Milwaukee (compressed yeast) on Oct. 17 started "Galaxy of Stars," musical and vocal, over special NBC network of Philadelphia, WGY, WBEN, WCAE, WTAM, WSAI, WWJ, Chicago, WOC-WHO, WOW, WDAF, WTMJ and KSTP, Tuesdays, Thursdays and Saturdays, 11-11:15 a. m. Agency: N. W. Ayer & Sons, Chicago.

PLOUGH, Inc., Memphis, Tenn. (St. Joseph's aspirin and Penetro), on Oct. 17 started script show with music on special NBC network comprising WSAI, KSD, WOC-WHO, WOW, WRVA, WPTF, WWNC, WIS, WJAX, WIOD, WFLA, WMC, WSB, WJDX, KVOO, WKY, KTHS, WBAP, KTBS, KPRC, WOAI and WSM, Tuesdays, 8-8:15 p. m. Agency: Lake-Spiro-Cohn, Inc., Memphis.

PET MILK SALES Corp., St. Louis (canned milk) on Nov. 7 starts Mary Lee Taylor, domestic science expert, in series titled "Pet Milky Way" on 35 CBS stations in east, middle west and south, excluding WABC, Tuesdays and Thursdays, 11-11:15 a. m. Agency: Gardner Advertising Co., St. Louis.

CONTINENTAL BAKING Co., New York (bread and cakes) on Nov. 6 renews "Happy Wonder Bakers" with Vivian Ruth, contralto, two-piano team and quartet on 28 CBS stations, Mondays, Wednesdays and Fridays, 8-8:15 p. m., 52 weeks. Agency: Batten, Barton, Durstine & Osborn, N. Y.

WORCESTER SALT Co., New York (salt and toothpaste) on Dec. 8 starts Zoel Parenteau's orchestra with Carl Van Amburgh, soloist, over 14 eastern CBS stations, Fridays, 6:45-7 p. m. Agency: Fuller & Smith & Ross, N. Y.

GENERAL MOTORS Corp., Detroit (Buick-Olds-Pontiac) on Dec 18 (tentative) starts all-star shows on 60 CBS stations, daily except Sundays, 9:15-9:30 p. m., 52 weeks. Agency: Campbell-Ewald Co., Detroit.

GENERAL MOTORS Corp., Detroit, on Dec. 17 starts musical program, details undecided, on 17 NBC-WJZ stations, Sundays, 6-7 p. m. Agency: Campbell-Ewald Co., Detroit.

EDNA WALLACE HOPPER, Inc., Shicago (cosmetics) on Oct. 30 started "Romance of Helen Trent" on 18 CBS stations, Mondays inclusive, 2:15-2:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN ROLLING MILL Co., Middletown, O. (sheet steel) on Nov. 10 starts 65-piece band with Bennett Chappell as narrator in role of "Iron Master" over 17 NBC-WJZ stations, Fridays, 10-10:30 p. m. Agency: Batten, Barton, Durstine & Osborn, Chicago.

BENJAMIN MOORE & Co., New York (paints and varnishes) on Nov. 1 starts "Betty Moore on Interior Decorating" on 21 NBC-WEAF and supplementary stations, Wednesdays, 11:30-11:45 a. m. Agency: none.

GENERAL FOODS Corp., New York (Grape Nuts) on Nov. 18 starts series from S. S. Jacob Ruppert, Admiral Byrd's flagship, news of Litle America expedition rebroadcast via short waves, over 59 CBS stations, Saturdays, 10-10.30 p. m. Agency: Young & Rubicam, N. Y.

NATIONAL OLD AGE PENSION ASS'N, Washington, D. C., on Oct. 29 began a special series of three consecutive Sunday broadcasts on pensions for the aged over 14 eastern and middle western CBS stations, 7.30-7.45 p. m. Agency: Lewis Edwin Ryan, Washington.

KOLYNOS SALES Co., Chicago (toothpaste) on Oct. 16 started "Just Plain Bill" over an additional CBS network of 18 middle western and western stations, daily except Saturday and Sunday, 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer aspirin) on Oct. 15 renewed "American Album of Familiar Music" on 45 NBC-WEAF and supplemental stations, Sundays, 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

OCCIDENTAL LIFE INSURANCE Co. of California, Los Angeles, on Oct. 31 starts "Winning the West," dramatic series, over network comprising KGO, KOMO, KGW and KFI, Tuesdays, 9:30-10 p. m., PST. Agency: Charles R. Stuart, Inc., San Francisco.

WESSON OIL & SNOWDRIFT SALES Co., San Francisco, on Nov. 22 starts "One Man's Family" on basic NBC-KGO network, Wednesdays, 8:30-9 p. m., PST, 52 weeks. Agency: Fitzgerald Advertising Agency, New Orleans.

S. O. S. Co., Chicago, through Maillard & Schmeidell, San Francisco (aluminum cleaner) on Oct. 11 started talk by Helen Webster, with Bennie Walker as m. c. and music, in the Woman's Magazine of the Air period on basic NBC-KGO network, Wednesdays, 10:30-10:50 a. m., PST. Agency: Henri, Hurst & McDonald, Chicago.

WOJTASINSKI DRUG Co., Dorchester, Mass. (Eatro-Lek proprietary) on Oct. 15 started string ensemble and vocalists over 7 Yankee Network stations, Sundays, 12:45-1 p. m., 52 weeks. Agency: Chambers & Wiswell, Boston.

THOS. LEEMING & CO., New York (Baum Bengue) on Oct. 31 starts Don Ross as the "Bengay Serenader" in 3 15-minute morning periods weekly, 12 weeks, piped to WNAC, WDRC, WEAN and WICC of the Yankee Network. Agency: Wm. Esty & Co., N. Y.

J. W. MARROW Co., Chicago (Mar-O-Oil) on Oct. 29 started Gene Arnold in poetry and prose with piano accompaniment Sundays, 4:15-4:30 p. m., on special NBC network of WLS, KWK, KWCR, WREN, KOIL and KSO, and Wednesdays, same time, on KWK, KWCR, WREN, KOIL and KSO. Agency: Stack-Goble Adv. Agency, Chicago.

HEALTH PRODUCTS Co., Newark (White's Cod Liv-X) on Nov. 5 starts "Bar-X Ranch" on 15 NBC-WJZ stations, Sundays, 2-2:15 p. m. Agency: William Esty & Co., N. Y.

NBC CHANGES: Calsodent's "Mouth Health" program on Oct. 17 switched to WJZ, Tuesdays, 4:15-4:30 p. m.; Harold F. Ritchie Company's "Circus Days" on Oct. 20 shifted to 21 NBC-WEAF stations, Fridays and Saturdays, 7:30-7:45 p. m., instead of WJZ network as previously announced; Richfield Oil's "Richfield Country Club" program on Oct. 23 started on 8 NBC-WJZ stations Mondays, 10-10:30 p. m. instead of 7:30-8 p. m.; U. S. Tobacco Company's program on Nov. 18 will start over 7 eastern NBC-WEAF stations, Saturdays, 7-7:30 p. m.; Texaco brings Ed Wynn back to its "Fire Chief" programs Tuesday nights on NBC-WEAF, starting Nov. 31; Will Rogers on Oct. 29 returned to Gulf Oil's Sunday night "Headliners" programs on NBC-WJZ, starting Oct. 29; Feenamint's "Bar-X Ranch" on Oct. 29 shifted to NBC-WJZ for a new Sunday series, 2-2:30 p. m.; Molle's new show started on NBC-WEAF OCT 30, Mondays, 7-7:30 p. m.; Vadsco Sales' "Djer Kiss Recital" on Oct. 26 shifted to Thursdays, 7:30-7:45 p.m. on NBC-WJZ, and on Nov. 2 starts Michael Barlett instead of Cyrena Van Gordon; Johns-Manville's Floyd Gibbons series on Oct. 30 shifted to 12:30-12:45 a. m. EST, for its relay to 6 NBC-KGO stations.

CBS CHANGES: Wheatena's "Ye Happy Minstrel," previously heard on WABC and WCAU only, has been extended to include WNAC, WDRC and WEAN, Saturdays, 6:45-7 p. m. and Mondays, Tuesdays, Wednesdays and Thursdays, 4:45-5 p. m., from Nov. 5; Silver Dust has shifted to Tuesdays and Thursdays, 7:30-7:45 p. m. and Saturdays, 7:15-7:30 p.m.; Bourjois' "Evening in Paris" on Nov. 5 moves to a new half-hour spot, Sundays, 8-8:30 p. m.; Household Finance Corp. on Nov. 1 begins new "Music Box" series, Mondays and Wednesdays, 6:45-7 p. m.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

J. RUFUS DOIG, formerly manager of the San Francisco office of Edward Petry & Co., radio station representatives, has joined the San Francisco staff of O'Mara & Ormsbee, Inc., national newspaper representatives, effective Oct. 11. Doig had been a member of that organization for nearly five years previous to his affiliation with Petry. Newspapers represented by O'Mara & Ormsbee are the owners of five radio stations.

JOHN CARTER, formerly with J. Walter Thompson Co. in New York and Chicago, has joined Benton & Bowles, New York, to handle radio copy and production. Benton & Bowles was appointed by Bristol Myers Co., New York, to handle its Sal Hepatica advertising.

G. W. WORDEN has joined the radio department of the New York office of William H. Rankin Co.

A. WEST, formerly space buyer of the Clements Co., Philadelphia agency, has been appointed radio director.

HERBERT KING has been placed in charge of radio accounts of William B. Remington, Inc., Springfield, Mass. agency.

MISS CHARLOTTE CARTER has been appointed radio director of Moser & Cotins, Inc., New York agency.

REGINALD E. THOMAS, formerly with N. W. Ayer & Son, has joined the radio staff of Campbell-Ewald, Detroit.

GORDON C. YOUNG has been appointed advertising manager of Life Savers, Inc., Port Chester, N. Y.

McCANN-ERICKSON, Inc., New York agency, has opened a new branch office in the Public Service Bldg., Portland, Ore., having recently been appointed to handle the accounts of the Northwestern Electric Co. and the Portland Gas & Coke Co.

ASSOCIATED BROADCASTING Co., Kansas City station representatives, announces it appointment to represent KWKC, Kansas City; KUOA, Fayetteville, Ark.; and KFRU, Columbia, Mo.

SIX STATIONS of Union Radio, Madrid, Spain, have been signed for exclusive representation by Conquest Alliance Co., New York representatives of foreign stations, according to an announcement Oct. 20 by William H. Voeller, vice president.

NATIONAL CANNERS ASS'N, Washington, D. C., will carry on its campaign this winter and spring, with Fuller & Smith & Ross, Cleveland, handling account.

U. S. INDUSTRIAL ALCOHOL Co., New York (Super Pyro "200" antifreeze), has appointed the United Advertising Agency, New York, to handle its advertising.

NORTHERN CALIFORNIA Electric Refrigeration Bureau has placed its radio advertising account with Emil Brisacher & Staff, San Francisco.

W. D. ALKIRE has succeeded Jack Bessey as radio service director of Campbell-Durham-Von Olm Co., Chicago agency, which has moved its offices to 10 So. LaSalle St. Agency has recently secured the account of Mercuroil Corp. of America, Chicago (lubricating oils).

SIDNEY GARFINKLE ADVERTISING, San Francisco agency, announces its appointment to handle the following accounts, all of which are scheduled to use radio with other media: Custo Pudding Co., Distillers Distributing Corp., American Transcriptions, Inc., Allegretti Candy Co.

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, Harvester, Henry George and "44" brands) has appointed the Aitkin-Kynett Co., Philadelphia, to place its advertising.

CEREAL SOAPS Co., New York, has appointed H. E. Lesan Advertising Agency, New York, to handle its advertising.

CULVER LABORATORIES, Philadelphia (manicure preparations) has appointed Carter-Thomson Co., Philadelphia, to handle its advertising.

GEORGIE PORGIE Co., Council Bluffs, Ia. (cereal) has appointed Ferry-Hanly Advertising Co., Kansas City, to handle its advertising.

MARTIN-SENOUR Co., Chicago (paints and lacquers) has appointed N. W. Ayer & Son, Philadelphia, to handle its advertising.

THINC PRODUCTS, New York (Thinc Hand Creme) has appointed the New York office of Maxon, Inc. to handle its account.

RADIO STATION REPRESENTATIVES
Walter Biddick Co.
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle

ESSENTIAL
for complete coverage of the Corn Belt's richest area!
WOW
ON THE
N.B.C. BASIC RED NETWORK
Fighting sales resistance in the Omaha territory without WOW is like jousting with windmills. Get down to facts! In this area recent surveys have shown WOW to be first in coverage . . . mail response . . . popularity . . . reception. That means "blue ribbon coverage" of America's breadbasket!
Write John J. Gillin, commercial manager, for further details concerning WOW.
590 KILO. WOW 1000 WATTS
Owned and Operated by Woodmen of the World Life Insurance Association
OMAHA - NEBR.

WSPD

Points With Pride To This Outstanding Achievement!

You hear a lot of talk these days about coverage, mail response, phone surveys, and what not, but here is—

ABSOLUTE PROOF OF RESULTS

Hi-Speed Gasoline
on the air
1931-1932—Two quarter-hours weekly

Hi-Speed Gasoline
on the air
1932-1933—Two half-hours weekly

Hi-Speed Gasoline
on the air
1933-1934—Five quarter-hours weekly

Hickok Oil Corporation of Toledo, Producers of Hi-Speed Gas, know from 3 years experience that WSPD has successfully promoted and continually increased the sale of their product in Northwestern Ohio.

This is just one of the many convincing proofs that it pays to use

WSPD

TOLEDO, O.

Basic Station of the Columbia Broadcasting System

Studios—The Commodore Perry Hotel, Toledo, O.

Representatives:
Joseph H. McGillvra, 2 West 45th St., New York
Myron A. Reck, A-1808 175 West Jackson St., Chicago, Ill.

TRANSCRIPTIONS

JEAN V. GROMBACH, Inc., program builders and transcription producers with headquarters at 113 W. 57th St., New York, announces that its west coast spot campaign for Feenamint is being expanded through the William Esty Agency, New York, to include more major stations for enlarged West Coast coverage. Tyler Davis, formerly with Brunswick Phonograph Co., has joined the Grombach concern as sales manager in charge of programs and transcription productions. Col. E. N. Appleton, former Army officer, has also joined Grombach's sales staff.

KNOX Co., Kansas City, Mo., (medicines) has ordered "custom built" transcriptions from Radio Transcription Co. of America with production at the Freeman Lang sound studios, Hollywood. Series will be titled "Cystex Newspaper Adventures" written by Frank O'Connor, formerly movie director. Each of the 13 episodes will cover a current "racket." Dillon & Kirk, Kansas City agency, handles the campaign for the medical product. Pressings of the series will be made in Montreal for release in Canada.

FAMAR RECORDING STUDIOS, 5652 Hollywood Blvd., Hollywood, Cal., has entered the transcription field with F. H. Brown in charge and Frank Marsales as music director. Air check and personal recordings have gone into production with transcription work contemplated.

RADIO PROGRAM SALES, Inc., 1637 No. Fuller St., Los Angeles, has started production on a historical transcription series called "Historical Mysteries" Initial recordings are titled "The Tragedy of Myerling," "Queen Elizabeth—Woman or Man" and "Who Was the Man in the Iron Mask?" Charles Whittiker, drama producer, will prepare the script.

EARNSHAW-YOUNG, Los Angeles agency, has produced test transcriptions called "Quiet, Please" and "Ninety Eight" at the Freeman Lang studios, Hollywood. They are available to sponsors and stations.

"RADIO STATION MYSTERY," in 13 episodes, has been released from Freeman Lang's sound studio through Radio Transcription Co. of America. Russ Johnston, KFAC announcer, wrote the series. Cast includes Lindsey MacHarrie, former production chief of KHJ, and Carlton Kadell, of the cast in Globe Headliners at KHJ.

PROSPECTS

JELL-WELL DESSERT Co., Los Angeles (Jell-Well gelatine dessert and Jiffy Lou pudding powder) has appointed the Mayers Co., Los Angeles agency, to prepare a test radio campaign consisting of a series of five-minute transcriptions running three times a day, three days per week.

PEVELY DAIRY Co., St. Louis, will use radio with other media, placed through St. Louis office of Ruthrauff & Ryan.

OHIO FARMERS COOPERATIVE ASS'N. will use radio with other media in a campaign to be handled by Griffin Advertising, Inc., Cleveland.

MOTORSTOKOR Corp., New York (automatic coal burner) has started a test ,radio campaign on WOR Newark, and has appointed the H. L. Stedfeld Co., New York, to handle its radio account.

LEISY BREWING Co., Cleveland (beer) is planning to use radio with other media in a campaign handled by Fuller & Smith & Ross, Cleveland.

WILLIAM SIMON BREWERY, Buffalo, N. Y., will use radio with newspapers in a campaign to be handled by the Moss-Chase Co., Buffalo.

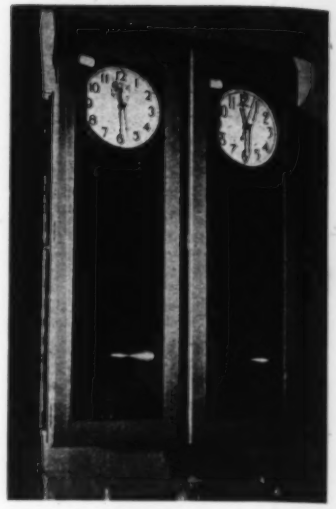
Radio "Stop-Clocks"

INTRODUCING hitherto unequalled accuracy in timing programs, WCAU, Philadelphia, has installed a master clock system in its new studios, which is shown above. This system was designed by the station's engineering staff in cooperation with the International Time Recording Co., and a portion of the apparatus was especially constructed.

There are two master clocks (with pendulums) mounted in the master control room. One is the actual master and the other, although of the same type, has the driving mechanism of relays for the secondary and three-minute clocks mounted in it. This prevents the mechanism from affecting the accuracy of the master.

In the studios, control rooms and offices of WCAU are 40 secondary clocks, operated from the master. Of these, 13 are three-minute timepieces, mounted in the studios and control room. These clocks are specially constructed with single sweep hands and dials calibrated in seconds over three minutes. They are automatically started by a program device on the clock in the master control room three minutes before the end of each 15-minute period and stop automatically at the end of the three minutes. Thus, announcers and engineers see at a glance and from any angle, exactly how many seconds they have to close or open a program. The clocks are supervised every hour, and if any of them deviates slightly, it is corrected by the master clock.

The system is not wholly dependent upon the house supply system for power and will run accurately for several hours after the power is cut off. The program device on the master clock is also used to switch on the Arlington time receiver at the proper time twice each day to check the time signal.



Station Built Programs

(*Continued from page* 11)

ferred time with various prices, the same as there is a difference between matinee and evening performance prices; the same as there are preferred positions in a newspaper and premium positions in a magazine.

There is one more argument of sustained quality under the direction of the broadcaster. The element of time is hampering national advertisers. In the far west, for instance, there is a decidedly low listenership during the peak broadcasting hours on the Atlantic seaboard. Consequently, a big advertiser hits high in one part of the country and low in another. Then, too, there are the various appeals—differences in seasons, fads, tastes in various territories.

A Break for All

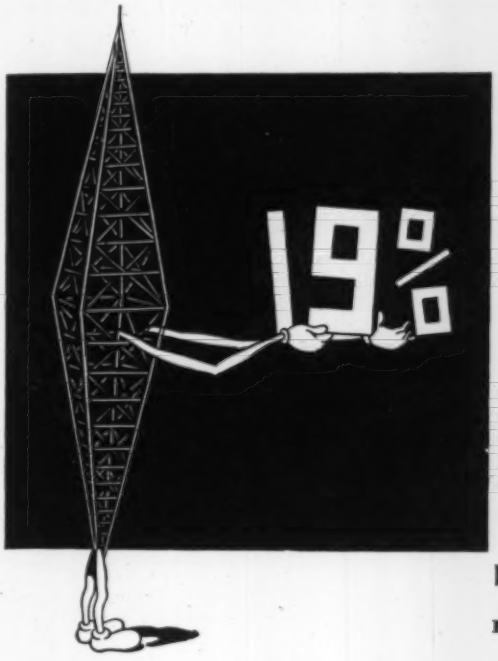
UNDER the chain-produced program arrangement, the sponsor could buy strategical hours for his commercials in every section of the country. If he prefers 8 o'clock in the evening, he could have his messages broadcast at that hour in each of the various time meridians across the continent where space is available.

It is evident that alert radio advertisers are already turning from thoughts of producing entertainment to thoughts of producing good selling copy to accompany well-balanced, professionally-produced programs.

Now is the time to do something about it. Time on the big chains will probably be sold out this fall. And when they are sold out that's the finish—there are just so many hours in a day. It's not like the situation of publishers who can, at will, go up any number of pages to accommodate the advertisers.

It is apparent that radio entertainment is going back where it belongs; in the hands of professional showmen. Radio is going to put on long pants and get rid of its childishness. Chiselers and interlopers will be driven out. Good talent will be paid salaries rightfully due it. The new deal in the air will give the actor a break. It will give inexperienced advertisers a break. And incidentally, it will give the radio audiences a much-needed break.

19% ADDED TO WHAT YOU'VE GOT



MAKES 19% MORE!

Employment has picked up about 19% in the South. That means more spending money for a lot of people.

And 19% more people spending money helps the butcher, the baker, the candlestick maker—and then *they* have more money to spend.

Thus it goes on—and on—and on.

When WSM was a mere 5,000 watt baby it gave you mighty wide coverage . . . plus! Now it's a 50,000 watt and you still get all that coverage . . . plus 45,000 watts more . . . plus 19% more spending . . . plus a lot of "extra circulation" over and beyond WSM's immediate market —THE SOUTH.

All this "plus" is our gift to you—at no increase in rates. The same rate-card fits all comers—if it was shrewd to buy WSM before, it is even shrewder now.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK CHICAGO ATLANTA
DETROIT SAN FRASCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

STUDIO NOTES

NEW STUDIOS of WJAS and KQV, Pittsburgh, were dedicated with appropriate ceremonies Oct. 19, many notables attending. The occasion also was the twelfth anniversary of WJAS.

WWL, New Orleans, has inaugurated an artists' bureau, which is booking the station's talent. Bookings so far have been largely in country theaters, night clubs and dances. George Nungesser is in charge.

A SECOND newspaper affiliation is boasted by WHP, Harrisburg, Pa., with the founding of the new tabloid HARRISBURG MORNING TELEGRAPH by the same interests owning the HARRISBURG EVENING TELEGRAPH, operator of WHP.

The New

WBAL

BALTIMORE

Has Increased Its Signal Strength In Baltimore

MORE THAN 200%

and at the same time actually improved its service to neighboring territory.

Maryland's Only High Power Station

FREDERICK R. HUBER, Director

KNX, Hollywood, broke its year-old policy of abstinence from broadcasting talking picture premieres when it staged a sensational opening night from the forecourt of the famous Grauman's Chinese Theatre Oct. 12, firing the opening gun in a barrage of advertising to market Brown Derby Beer, a product of Humboldt Malt and Brewing Co., Eureka, Cal. Nearly 50,000 lines of advertising were used in half-page and quarter-page tie-in broadsides in important newspapers in California, Oregon and Washington.

"RADIO SALE DAYS" has been started by KGIR, Butte, Mont., as a means of stimulating business in nearby communities. Advertisers sponsor announcements for four days prior to the sale day in their community. KGIR furnishes window posters and publicizes the event. One "Radio Sale Day" is allowed each community every month.

Canadians Confer

A DELEGATION of three Canadian radio officials conferred with members and engineers of the Radio Commission during the week ended Oct. 21 regarding allocations of frequencies in the so-called continental short wave band, as an aftermath of the recent North American radio conference at Mexico City. Broadcasting, it was asserted, was not considered. The delegation, which departed for Ottawa Oct. 20, consisted of Commander C. P. Edwards, director of radio of the Department of Marine; Capt. W. L. Laurie, chief radio officer of the Royal Canadian Corps of Signals, and Donald Manson, chief radio inspector of the Dominion.

New Montreal Station

THE SIXTH station to carry the call letters CRC of the Canadian Radio Commission, goes on the air for the first time, Nov. 4, at Montreal, with the call CRCM. A 5 k.w. broadcaster, it is the third built or taken over by the Commission since it started with the trio which formerly formed the nucleus of the Canadian National Railway chain. The Commission-owned stations now are CRCA, Moncton, NB., CRCS, Chicoutimi, Quebec; CRCM, Montreal; CRCO, Ottawa; CRCT, Toronto; and CRCV, Vancouver. There are three other Montreal stations in operation.

New Disk Producer

FORMATION of a new transcription producing company, known as the Midwest Broadcasting Co., with headquarters at 24 South Seventh St., St. Paul, is announced by Harold D. Finklestein, president. Mr. Finklestein is the son of the late head of the Finklestein & Ruben interests which once controlled all St. Paul and many other northwest theaters. The Auger Brothers Repertory Co., which has been playing "Down on the Farm" for many years, has been signed for a wax series titled "Horse and Buggy Days."

Barbasol's Local

BARBASOL, INC., Indianapolis, sponsor of Singing Sam and Edwin C. Hill on CBS, is also sponsoring a series of football broadcasts locally from WKBF, Indianapolis. Several new features in gridiron broadcasts have been introduced in these pickups, including actual interviews with the officials working the games, interviews with announcers from other stations covering the games and a consensus from the school students garnered between halves. The crew handling this assignment consists of Reg Martin, sports announcer; Coach Henry Bogue, of Indianapolis; L. L. Jaquer, and Robert Linx, WKBF chief engineer.

"Pep" Meet via Radio

OCCIDENTAL Life Insurance Co. of California, Los Angeles, inaugurated its new radio-newspaper advertising campaign Oct. 24 with a special program on the NBC-KGO network to which salesmen in all cities along the Pacific Coast were instructed to listen. L. M. Gianini, president, and V. H. Jenkins, vice president, addressed the salesmen via KGO, KOMO, KGW and KFI, telling them of the new "Winning the West" radio series the company was starting on the same network Oct. 31. Charles R. Stuart, Inc., San Francisco, handles the account.

CAPT. ASHLEY C. MACKINLEY, U.S.A., one of the four men who have flnown over the South Pole, and aerial photographer of the last Byrd expedition, has been signed by General Foods Corp. broadcast in connection with the second expedition for grape nuts. He will open from New York the programs to be relayed periodically direct from Little America via short waves.

GOOD WILL BUILDER
Children Give Pennies to CKLW For Shut-ins' Flowers

A STUNT recently inaugurated by "Uncle Reg and His Gang," children's program featured each afternoon over CKLW, Detroit-Windsor is proving an exceptional good will builder for the presentation. Children taking part on the program are asked to contribute their spare pennies to a flower fund, and each week several bouquets are sent to shut-ins who listen to the program.

The names of those to whom flowers are sent are selected from the fan mail received in response to the daily half-hour broadcast. "Uncle Reg" has an average of 10 juvenile entertainers on the program each day and from the total of about 60 children more than enough money is collected each week to pay for the flowers that are sent out to their sick friends. The fund is placed in the hands of a group of six officers selected from the children on the program.

Kennedy Joins NBC

JOHN B. KENNEDY, associate editor of COLLIER'S and a noted lecturer, who introduced the pioneer "Collier's Hour" on NBC in the early days of commercial radio, has joined the New York staff of NBC to work on the production of special programs. He will also be heard in several broadcasts weekly. He is a former managing editor of COLLIER'S and was a newspaperman for many years. His appointment, NBC announced, is in line with "the company's policy of securing the best available experts in the planning and production of outstanding radio programs."

Personal News Period

WMBD, Peoria, Ill., entered the personal news field this summer as a radio experiment and has succeeded to such an extent that the resulting program has become a daily commercial. Before inaugurating this feature representatives of the station visited every town and village within 50 miles of Peoria and engaged correspondents, who send interesting bits of news and personal items daily to the station. This news is edited and broadcast each morning in an informal quarter-hour called "The Heart of Illinois," and is sponsored by Fels & Co., Philadelphia (Fels Naptha Soap).

Soby Yardstick Survey

BENJAMIN SOBY & Associates, Wilkinsburg, Pa., radio sales promotion, advertising and audience analysis agency, reports that Pittsburgh advertisers, agencies and stations have combined to finance the "Soby Yardstick of Audience Value" for Allegheny County and that the survey has been completed. The "Soby Yardstick" was first introduced several years ago for KDKA, when Mr. Soby was affiliated with that station. The results enable subscribers to know the audience of the stations in the Pittsburg area by 15-minute intervals weekdays and Sundays.

100% EFFECTIVE

BASIC CBS STATION

CLEARED CHANNEL

FULL TIME

WHAS is essential to complete coverage of the Middle West. Broadcast through this station . . . your message will be delivered clearly to the homes of millions of listening buyers scattered throughout the rich Ohio Valley. Power . . . Audience . . . Popularity . . . You get all three when you specify this Basic Columbia Outlet. . . .

Affiliated With the Center of Population Group

Represented Nationally By EDWARD PETRY & CO.

New York—Chicago—Detroit San Francisco—Atlanta

820 KILOCYCLES

WHAS

25,000 WATTS

The Men Who Spend The Radio Dollar

Read—and Heed—

BROADCASTING

combined with

Broadcast Advertising

BROADCASTING is the radio trade journal that all the leaders read. Advertising executives turn to it for new ideas . . . for reliable reports on all phases of radio broadcasting . . . depend on it for analytical, interpretive, unbiased news and editorial thought. They consult the advertising columns of BROADCASTING for new market data. They are interested in what you say about your station . . . your coverage . . . your success stories . . . your changing conditions.

Broadcasters appreciate this reader acceptance—that's why more radio station advertising appears in the columns of BROADCASTING than in any other publication.

Here's What Some Advertising Executives Think of BROADCASTING:

"I like BROADCASTING *because it is factual."*

Henri, Hurst & McDonald, Inc.
Arthur L. Decker

"Have been reading BROADCASTING *and have enjoyed it very much."*

Emil Brisacher and Staff
Emil Brisacher

"I never let a single issue slip by without a perusal. It serves a great need to a very important advertising medium."

Logan and Stebbins
Arthur W. Gudelman

"Your magazine is the best of its kind, it is indeed most helpful. I never miss it."

Ankrum Advertising Agency
Mrs. P. G. Nason

"You've got a newsy paper."

Henri, Hurst & McDonald, Inc.
N. H. Pumpian

"We, at the office, read BROADCASTING *every issue and find it very interesting."*

Hammel Advertising Corporation
Stuart L. Klingelsmith

A DECADE OF RADIO ADVERTISING

●

By HERMAN S. HETTINGER

A book of facts in a field in which very few are available.

For the benefit of future radio advertising, Mr. Hettinger here analyzes the trends in radio advertising during the ten years in which it has been in existence. Types of advertisers, types of programs, seasonal use, relative merits of days and hours, future network structure are some of the high lights. ● BROADCASTING says: "New and highly interesting." **$3.00.**

ORDER DIRECT FROM.....

The University of Chicago Press
5750 Ellis Avenue, Chicago

Send me .....cop.... of
A DECADE OF RADIO ADVERTISING
By Herman S. Hettinger ($3.15 postpaid)

NAME.....

ADDRESS.....

.....

Medicine Makers on Tugwell Bill

(Continued from page 7)

ous to one, may give the opposite impression to another. Statements which mislead one will be thoroughly understood by another.

Section 9 is, in its entirety, a most impractical and ridiculous idealistic effort of a dreamer, and has no place in regulative legislation.

Section 9 (b) An advertisement of a drug shall also be deemed to be false if it includes (1) the name of any disease for which the drug is not a specific cure, but is a palliative, and fails to state with equal prominence and in immediate connection with such name that the drug is not a cure for such disease;

Advertising has been a vital force in the development of the high standards of living enjoyed by America today. It has been the means of bringing the producer and the consumer closer together, and in spite of the occasional misleading effect of the power of advertising, it has been a tremendous force for economic as well as moral good. This particular provision aims at one of the fundamentals of advertising. Advertising has developed to its present state by virtue of the fact that it has been the means of presenting an attractive picture of the environment of a given product or service. The positive and creative nature of advertising has been one of its greatest essentials. To tell of the advantages of a product has been the prime advantage contained in advertising, which has induced the advertiser to invest large sums of money in its use.

This particular provision, even if it were practical of application (which it is not), would deprive advertising of its one prime service; while the provisions would require the advertiser not merely to sell his product, but with just as much enthusiasm endeavor to unsell it as well. Any casual student of advertising can without difficulty foresee the effect of such a step.

The specific reference of this provision is to drugs. It is a fact, well known by all those connected with the drug field, that for many years past—since Chief Justice Hughes gave his famous decision—manufacturers have been prohibited from using the word "cure" in their advertising. There are no cures claimed in the drug field. There are indeed supposed to be only two specifics in the entire realm of drugs, but this provision would require that the advertiser who does not dare to use the word "cure" in his advertising; and the advertiser who has been careful to provide that his advertising shall make no wild claims of curative effect must necessarily carry along with his advertising the statement that the drug or treatment advertised is merely a palliative, and is not a cure for such a disease.

Practical application of this provision would be just as ridiculous as requiring the manufacturer of an automobile to state specifically in his copy that the automobile advertised is subject to rust, rot and depreciation; will pass to the junk heap in four years; will cost hundreds of dollars in upkeep; will waste gas and lubricating oils, and will cause the owner to run the constant danger of death or injury.

Would Cut Advertising

THIS PARTICULAR section, if enforced, would obviously destroy the sales efficiency of advertising and cause a radical reduction in its volume. If this section were enforceable in its entirety, and if it were practicable, it could have only one ultimate result, and that would be to eliminate advertising as an important force in the present-day economic set-up.

Section 9 (b) (2) Any representation, directly or by ambiguity or inference, concerning the effect of such drug which is contrary to the general agreement of medical opinion.

Here we have the thoroughly impossible conflict between statements which seem to be ambiguous, and have an erroneous inference and statements which are contrary to the general agreement of medical opinion; and, if there is an elusive subject in the business or professional field today, it is that one subject of general agreement of medical opinion. In it will be found an abundance of "ambiguities" and "inferences" which give all types of impressions, both leading and misleading. As a matter of actual fact, while frequently referred to in the courts, there is no such thing as a general agreement of medical opinion.

In the interpretation of the present Food and Drugs Act, the Department of Agriculture has sought for years to bring about the recognition of this elusive item of general agreement of medical opinion; and yet, never have they been able to present convincing evidence before the courts of America on the subject. What is the general agreement of medical opinion? No one knows. Schools of medicine differ on varying subjects. Physicians themselves, of national and international renown, differ widely in their viewpoints in matters medical.

Testimony Conflicting

IN PRACTICALLY every controversy of note, in which there has been merit on both sides, and which has been brought before the courts of the land in the application of the present Food and Drugs Act, manufacturers of drugs have been able to present ample evidence to show differences of opinion on subjects medical. The drug manufacturers have been able to secure the testimony of dozens of physicians to the effect that a given drug has a definite value in the treatment of a given disease. And the Department of Agriculture has been able to secure an equal number of well known physicians who could testify to the contrary.

This situation has always existed and always will; for medicine is a very inexact science; and the general consensus of medical opinion is of such an elusive, thoroughly indefinite and unknown character, that it can never be practically used as the basis of legislative regulation. Recently on this subject nine physicians were interviewed, all of whom have had from 20 to 30 years of practical experience. These physicians stated that there is no drug and no combination of drugs which can give a cure in 100 per cent, or in any very great percentage of cases. The circumstances vary with each individual, and the effect of a drug under one circumstance will be entirely different from its effect under another.

In the light of their statements, a strict interpretation of Paragraph (b), Section 9, of this act, would mean that no drug which could not produce an effect generally recognized by the general agreement of medical opinion (a measuring rule which actually doesn't exist) should be offered to the public. It is only reasonable to believe that the ultimate effect of such a regulation would be to force practically all drug advertising from the field.

Section 9 (c) To discourage the public advertisement for sale in interstate commerce of drugs for diseases wherein self-medication may be especially dangerous, or patently contrary to the interests of public health, any advertisement of a drug representing it directly or by ambiguity or inference to have any effect in the treatment of any of the following diseases shall be deemed to be false:—

Danger is Relative

THIS PROVISION very clearly and definitely states that its object is to discourage self-medication in instances that may be especially dangerous. Danger is another relative term, indefinite and impossible of interpretation by any individual. A drug which may be dangerous to one may be thoroughly essential to another. There are

(Continued on page 44)

WIL in St. Louis carries more local commercial sponsored programs than all other St. Louis stations COMBINED!

WIL

The Biggest Little Station in the Nation

ST. LOUIS, MO.

A Roll Call

of prominent advertisers who use

WLW "the Nation's Station"

to cover the immense midwest market

NRA MEMBER U.S. WE DO OUR PART

Advertiser	*Product*
Best Foods, Inc.	Hellman's Mayonnaise
Bristol-Meyers Company	Ipana Tooth Paste
Carnation Milk Company	Carnation Condensed Milk
The Estate Stove Co.	Heatrola
Ford Motor Company	Automobiles
General Foods, Inc.	Foods
General Mills, Inc.	Bisquick — Wheaties
General Tire & Rubber Co.	Tires and Tubes
Gulf Refining Company	Oils and Gasoline
Horlick Malted Milk Company	Malted Milk
The Hudson-Essex Motor Co.	Automobiles
The Hydrosal Company	Hydrosal Products
Hy-Pure Drug Company	Drug Products
Iodent Tooth Paste Co.	Tooth Paste
The Kellogg Company	Cereals
The Ken-Rad Corporation	Radio Tubes — Electric Lamps
Lady Esther Co.	Cosmetics
Larus & Brothers Company	Edgeworth Tobacco
Mail Pouch Tobacco Company	Tobacco
Moore Paint Company	Paints and Varnishes
Mutual Automobile Insurance Ass'n	Automobile Insurance
National Sugar Refining Co.	Jack Frost Sugar
The Northwestern Yeast Co.	Yeast Foam — Magic Yeast
The Pepsodent Co.	Tooth Paste — Antiseptic — Face Cream
Premier-Pabst Sales Co.	Pabst Blue Ribbon Beer — Blue Ribbon Malt
The Procter & Gamble Co.	Oxydol
Real Silk Hosiery Mills	Hosiery
The Reiser Company, Inc.	Venida Products
The Ritchie Co.	Eno Salts
Sinclair Refining Co.	Oils and Gasoline
Standard Brands, Inc.	Chase & Sanborn Coffee — Fleischmann's Yeast
Sun Oil Company	Oils and Gasoline
The Texas Company	Oils and Gasoline
John H. Woodbury, Inc.	Woodbury's Facial Soap

Near the center of the dial

WLW

Near the center of population

A series of current surveys of the midwest market which show the public preference for various products is available. Advertising executives may obtain copies by making inquiry on their letterheads and stating the kind of products in which they are particularly interested.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President* **CINCINNATI**

ACTIONS OF THE
FEDERAL RADIO COMMISSION

OCTOBER 16 TO OCTOBER 30 INCLUSIVE

Applications . . .

OCTOBER 17

NEW, Julio M. Conesa, Ponce, Puerto Rico.—CP to use 1420 kcs., 100 w. night, 250 w. to LS, specified hours; amended as to specified hours requested and equipment.

WHOF, Jersey City, N. J.—CP to increase power from 250 w. to 500 w. and install new equipment; amended to change transmitter location, exact location to be determined subject to approval of Commisison.

WAGM, Prosque Isle, Me.—CP to change transmitter locally to National Bank Bldg., and make changes in equipment.

WCNW, Brooklyn, N. Y.—Modification of CP granted 3-31-33 (move transmitter) to extend date of completion to 12-1-33.

WMCA, New York.—License for authority to use WPCH's transmitter as auxiliary for WMCA to be located at WMCA's present main transmitter location.

WDBJ, Roanoke, Va.—Modification of license to increase night power from 250 w. to 500 w.; resubmitted with request that it be considered regardless of Rule 6.

WCAH, Columbus, O.—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. to LS.

NEW, Earl Marvin Nail, Lubbock, Tex.—CP to use 1310 kcs., 100 w., share KFYO, Lubbock, Tex.; amended to change street address of proposed transmitter location and changes in equipment.

NEW, Harry E. Phelps, Sweetwater, Tex.—CP to use 1500 kcs., 50 w. D. hours.

KMBC, Kansas City, Mo.—Modification of CP granted 6-16-33 (move transmitter) to extend date of completion to 11-17-33.

KROW, Oakland, Cal.—CP for new equipment, change hours to unlimited; amended as to equipment, move transmitter from Richmond to Oakland, Cal., and omit request for unlimited hours.

NEW, The Wyoming Broadcasting Co., Sheridan, Wyo. —CP to use 1370 kcs., 100 w., unlimited time; amended re proposed street address for transmitter, equipment and to request specified hours of operation.

Applications returned: KUOA, Fayetteville, Ark. —Modification of license to change hours of operation from D. to day to 6:30 p. m. during winter months; WBT, Charlotte, N. C.—Application for authority to use an additional 25 kw. experimentally; NEW, Fred W. Christian, Jr. and Raleigh W. Whiston, Norco, Cal.—CP to use 1280 kcs., 500 w., unlimited hours; KOL, Seattle.—CP to change transmitter locally, new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. to LS.

OCTOBER 19

WHOM, Jersey City, N. J.—CP to increase power from 250 w. to 500 w., and to install new equipment; amended to change transmitter location and to request power increase from 250 w. to 250 w. night, 500 w. to LS.

WGCP, Newark, N. J.—CP to install new equipment and increase power from 250 w. to 1 kw. night, 2½ kw. to LS; previously amended as to equipment and to increase hours to ½ time; amended again to omit request for change in hours.

WJEJ, Hagerstown, Md.—CP, exact transmitter location to be determined after survey, make changes in equipment, change frequency and increase power from 1210 kc., 100 w. D. to 1330 kcs. 1 kw. D.

KGKO, Wichita Falls, Tex.—Special experimental authorization to increase power from 250 w. night, 500 w. to LS to 500 w. night, 1 kw. to LS experimentally to 3-1-34.

WHET, Troy, Ala.—CP to move station from Troy, Ala., to Dothan, Ala., change frequency from 1210 to 1370 kcs.; amended to give proposed street address of transmitter and studio.

WBHS, Huntsville, Ala.—CP to move transmitter and studio from Russell Erskine Hotel to Twickenham Hotel, Huntsville, and make changes in antenna.

KSOO, Sioux Falls, S. D.—CP to move transmitter and make changes in equipment.

WTRC, Elkhart, Ind.—Modification of license to change hours of operation to include simultaneous night-time operation with WLBC in addition to operating D. simultaneously with WLBC instead of share night with WLBC.

WISN, Milwaukee.—Modification of license to increase power from 250 w. to 250 w. night, 500 w. to LS.

KPJM, Prescott, Ariz.—CP to move transmitter and studio locally and make changes in equipment.

Application returned: WCAH, Columbus, O.—CP to increase day power to 1 kw. to LS.

OCTOBER 21

WQBC, Vicksburg, Miss.—Extension of special experimental authorization to operate with 500 w., unlimited time to 5-1-34.

WGCM, Mississippi City, Miss.—License to cover CP granted 8-22-33 for increase in power from 100 w. to 100 w. night and 250 w. to LS, new equipment and change in specified hours.

KOCW, Tulsa, Okla.—Modification of CP as modified 5-26-33 granted 9-13-33 to move station from Chickasha to Tulsa, Okla., for approval of exact transmitter location near Tulsa, Okla.

NEW, Agana, Island of Guam.—CP to use 1400 kcs., 75 w., unlimited.

OCTOBER 25

WMCA, New York.—Modification of license for authority to use transmitter formerly licensed to WPCH as auxiliary at WMCA's main transmitter location.

WSOC, Charlotte, N. C.—License to cover CP granted 6-23-33 as modified 9-1-33 to move transmitter and studio from Gastonia to Charlotte, and make changes in equipment.

WSB, Atlanta, Ga.—License to use 5 kw. old transmitter as auxiliary.

WIND, Gary, Ind.—License to cover CP granted 8-16-33 to move transmitter two miles from Gary.

KOA, Denver.—Modification of CP for 50 kw. transmitter to extend completion date to 5-17-34.

NEW, Norco, Cal., Fred W. Christian, Jr., and Raleigh W. Whiston—CP to use 1280 kcs., 500 w., unlimited time.

Application returned: NEW, Erie, Pa., Joseph G. Mayer and Clarence R. Cummins—CP to use 1420 kcs., 100 w., unlimited time.

OCTOBER 27

NEW, Ark-La-Tex Radio Corp., Shreveport.—CP transmitter to be located at Keithsville, La., to use 850 kcs., 10 kw., unlimited hours (facilities KWKH, Shreveport, and WWL, New Orleans); amended as to equipment.

WBT, Charlotte, N. C.—Modification of license to increase power from 25 kw. to 50 kw.

WHAD, Milwaukee, Wis.—Consent to voluntary assignment of license to WHAD, Inc.

KMBC, Kansas City, Mo.—CP to move auxiliary transmitter to new location of main transmitter granted in CP 9-27-32.

KRE, Berkeley, Cal.—Modification of license for change in specified hours of operation; amended for further change in hours.

Applications returned: NEW, J. W. Woodruff and David Parmer, Anniston, Ala.—CP to use 1420 kcs., 100 w., unlimited hours (facilities WAMC, Anniston, Ala.). Also CP to use 1200 kcs., 100 w., (facilities of WBHS, Huntsville, Ala.), and CP to use 1500 kcs., 100 w. (facilities of WBHS, Huntsville, Ala.).

NEW, Henry Clay Allison, Fort Worth, Tex..—CP to use 1370 kcs., 100 w. night, 250 w. to LS, share KFJZ one-half time; (facilities KFJZ, Fort Worth).

WHBS, Huntsville, Ala.—CP to move transmitter and studio locally.

KGU, Honolulu, T. H.—Consent to voluntary assignment of license to Advertiser Publishing Co., Ltd.

KGA, Spokane, Wash.—CP to make minor changes in equipment.

NEW, H. E. Studebaker, Lewiston, Idaho.—CP to use 1420 kcs, 100 w., unlimited hours.

Decisions . . .

OCTOBER 17

WKEU, LaGrange, Ga.—Granted voluntary assignment of license to WKEU

WDGY, Minneapolis.—Granted modification of CP extending completion date to Nov. 30.

WMC, Memphis.—Granted consent to voluntary assignment of license to WMC, Inc.

WCAH, Columbus; WHEC, Rochester, N. Y.; WHP, Harrisburg, Pa.; WOKO, Albany, N. Y.—Granted extension of special temporary experimental authorization for simultaneous operation until Feb. 1, 1934; also renewal of license.

KIEM, Eureka, Calif.—Granted authority to operate without approved frequency monitor for three weeks while exchanging monitor.

KGBX, Springfield, Mo.—Granted reconsideration of informal application requesting authority to operate unlimited time to Dec. 1, pending Commission's decision on application for consent to assignment of license for KGBX to this applicant.

WRBX, Roanoke, Va.—Granted temporary license subject to such action as the Commission may take on their pending application for renewal, and designated renewal application for hearing.

Set for hearing: KGDE, Fergus Falls, Minn., and KGIX, Las Vegas, Nev.—Renewal of license; WGCP, Newark.—CP to install new equipment and increase power from 250 w. to 1 kw. night, 2½ kw. day; KFDY, Brookings, S. D.—Modification of license to change frequency from 550 to 780 kc.; KFYR, Bismarck, N. D.—Modification of license to change hours of operation from specified to unlimited.

The following were granted renewal of experimental visual broadcasting licenses for one year, in accordance with existing license:

W2XF, NBC, New York; W2XBT, NBC, portable; W3XAD, RCA Victor Co., Camden, N. J.; W1OXX, RCA Victor Co., Inc., portable and mobile; W2XAB, Atlantic Broadcasting Corp., New York; W2XAX, Atlantic Broadcasting Corp., New York; W9XE, U. S. Radio & Television Corp., Marion, Ind.; W3XE, Philadelphia Storage Battery Co., Philadelphia; W9XD, Milwaukee (The Journal Co.); W9XAK, Kansas State College, Manhattan, Kans.; W9XG, W. Lafayette, Ind.; W9XK, Iowa City, Iowa; W9XAL, First National Television Corp., Kansas City, Mo.; W6XAO, Don Lee Broadcasting System, Los Angeles; W6XAH, Bakersfield, Calif.

WIND, Gary, Ind.—Denied motion to dismiss application of State Investment Co. to erect new station at Hammond, Ind., designating facilities of WIND.

WPRO, Providence, R. I.—Granted oral argument in re exceptions filed to Examiners Report No. 506, by NBC. Examiner Hill recommended granting the application for special experimental authorization.

WAAM-WODA, Newark.—Suspended grant of CP for consolidation of stations WAAM and WODA and for erection of new transmitter, because of protest filed Oct. 5, by May Radio Broadcasting Corp., Station WGCP, Newark. Application designated for hearing.

OCTOBER 20

WSMB, New Orleans.—Granted CP to move transmitter from New Orleans to U. S. Naval Station, Algiers, La.

WCAC, Storrs, Conn.—Granted modification of license to reduce specified hours of operation.

WICC, Bridgeport, Conn.—Granted modification of license to increase specified hours.

KGIW, Almosa, Col.—Granted license covering move of station, 1420 kc., 100 w., shares with KIDW.

KGDY, Huron, S. D.—Granted authority to continue operating for 30 days under program test without a frequency monitor, until monitor crystal for new frequency has been delivered.

KMBC, Kansas City, Mo.—Granted authority to use auxiliary transmitter while moving regular transmitter to new location and begin equipment tests Oct. 20; also granted modification of CP extending completion date to Nov. 17.

WBBX, New Orleans.—Granted authority to remain silent for two weeks.

Set for hearing: NEW, Ark.-La.-Tex. Radio Corp., Shreveport, La.—CP on 1210 kc., 100 w., unlimited time (facilities of KWEA); WDBO, Orlando, Fla.—Modification of license to increase power from 250 w. to 1 kw. (facilities of WRUF).

WBBX, New Orleans.—Denied authority to change licensee from Samuel D. Reeks to Coliseum Place Baptist Church temporarily pending action of involuntary assignment of license due to cancellation of lease formerly held by Reeks.

WBBX, New Orleans.—Denied authority to broadcast the programs of that station over the old transmitter of WJBO temporarily during night time.

WJBW, New Orleans.—Denied authority to operate unlimited time pending action on application for modification of license.

Applications, heretofore set for hearing, were dismissed: NEW, Ray M. Thompson, Youngstown, Ohio.—CP, 1370 kc., 100 w., unlimited time (facilities of WHBD); WCAL, Northfield, Minn.—CP to increase power to 1 kw., 2½ kw., LS.

WILL, Urbana, Ill.—(Ex. Rep. 496). Granted modification of license to increase D. power from 500 w. to 1 kw. on present frequency of 890 kc., sharing with KUSD and KFNF, reversing Examiner Walker.

WGES, Chicago.—Denied authority to operate from 8 to 11 p. m. each Thursday evening pending disposition of unused 4/7 time on 1360 kc., formerly assigned WJKS.

KGIW, Trinidad, Colo.—Program test period extended 30 days pending action on license application.

WPFB, Hattiesburg, Miss.—Granted special temporary authority to operate station for period ending Nov. 1, due to foreclosure by First National Bank; authority granted subject to the filing and approval of formal application and proper showing that Otis P. Eure is possessor of equipment, etc.

OCTOBER 24

KROW, Oakland, Calif.—Granted CP to install new equipment and move station from Richmond to Oakland, Calif.

WHN, New York.—Granted modification of CP extending completion date to Dec. 1.

KOCW, Chickasha, Calif.—Granted renewal of license on a temporary basis pending installation of new equipment and approved frequency monitor, and on condition that station remain silent until installation.

Set for hearing: NEW, Northern Broadcasting Co., Laconia, N. H.—CP, 1310 kc., 100 w., unlimited time (facilities of WKAV).

WLB and WRHM, Minneapolis; WCAL, Northfield, Minn.—WCAL has withdrawn application for increased power. The three stations have entered into a time-sharing agreement using all the facilities of 1250 kc. including the five hours formerly assigned to KFMX, now deleted. The Commission approved the time-sharing agreements and new licenses will be issued.

OCTOBER 27

KYW, Chicago.—Granted CP for new station in Philadelphia on 1020 kc., using facilities now employed in Chicago. This ruling, involving 16 stations, is reviewed in detail elsewhere in this issue.

KMBC, Beverly Hills, Calif.—Granted authority to operate from LS to 5:45 p. m., PST, with WOR on the specified dates to broadcast football game.

WDBJ, Roanoke, Va.—Granted modification of license to increase night power from 250 to 500 w.

WWVA, Wheeling, W. Va.—Granted CP to move auxiliary transmitter to same location as main transmitter at West Liberty.

KSTP, St. Paul, Minn.—Granted CP to make changes in equipment, installing switching arrangement of last radio stage in order to reduce power from 25 to 10 kw.; also granted experimental authority to operate with 25 kw. until LS and granted renewal of license, 1460 kc., 10 kw., unlimited time.

KGIX, Las Vegas, Nev.—Granted modification of CP to make changes in equipment and extend completion date to Jan. 1.

WJBY, Gadsden, Ala.—Granted license covering local move of transmitter and studio, and changing equipment, 1210 kc., 100 w., unlimited time.

KSUN, Lowell, Ariz.—Granted license covering erection of new station, 1200 kc., 100 w., D. operation.

WGNY, Chester Township, N. Y.—Granted authority to operate from 7 to 9 p. m., EST, simultaneously with WGBB, to broadcast local election returns on Nov. 7.

WHBC, Canton, Ohio.—Granted authority to operate simultaneously with WNBO on Nov. 6 and 7, in order to broadcast election returns.

KOCW, Tulsa, Okla.—Granted modification of CP approving exact transmitter location.

WFIW, Hopkinsville, Ky.—Granted authority to discontinue operation to Jan. 1, pending removal of station to Louisville.

KLRA, Little Rock, Ark.—Granted special temporary authority to use an auxiliary tube in last radio state in conjunction with interlocking switch, from Nov. 1 to May 1, said auxiliary tube and licensed output tube not to be used at same time.

WFSA, Manchester, N. H.—Granted temporary extension of special experiments authority to operate unlimited time and simultaneous operation with WHP, WHEC, WOKO, and WCAH, pending decision and hearing on pending application.

Set for hearing: WHOM, Jersey City, N. J.—CP to install new equipment, move transmitter and increase D. power from 250 to 500 w.; WKBN, Youngstown, Ohio. —Modification of license to increase power from 500 w. to 1 kw.; WBT, Charlotte, N. C.—Modification of license to increase power from 25 kw. to 50 kw.

KFNF, Shenandoah, Iowa.—Denied authority to use the time assigned to but not used by WILL and KUSD, during November.

NEW, Church of Christ, Stamford, Tex. —Denied CP to operate on 1200 kc., 100 w. D. hours; application heretofore set for hearing but applicant failed to enter appearance within time allowed.

NEW, R. D. DuBois & T. R. Putnam, Tucson, Ariz.—Dismissed at request of applicant, CP for facilities of KVOA, designated for hearing.

Examiners' Reports . . .

NEW, Leo J. Omelian, Erie, Pa.—Examiner Hill recommended (Report 515; Docket 2046) that previous granting of CP on 1420 kc., with 100 w. and unlimited time, be affirmed by Commission.

WJBK, Detroit, and WIBM, Jackson, Mich. — Examiner Walker recommended (Report 516; Dockets 2078 and 2079) that application of WJBK for changes in hours from specified to unlimited be denied and that similar application of WIBM be denied as in default.

NEW, Eastern Oregon Broadcasting Co., Inc., La Grande, Ore.—Examiner Hill recommended (Report No. 517, Dockets 2075 and 2114) that application for new station on 1500 kc., 100 w. night and 250 w. D. be denied. Applicant requested part of facilities of KOAC, Corvallis, Ore., in terms of quota units. Recommended granting of renewal to KOAC on 550 kc. with 1 kw., unlimited time.

Commission Moving Again

REMOVAL of the Federal Radio Commission quarters to the new Post Office Department building, now nearing completion on Pennsylvania Avenue, is scheduled to take place on or about March 1, 1934, it was learned on reliable authority. The reason for this move, the sixth by the Commission since its inception in 1927, is that the Architects Building, which it now occupies and to which it moved last summer, is scheduled to be torn down in the Government's new Washington building program.

TIMKEN SILENT AUTOMATIC Co., Detroit (oil burners) has been using transcriptions and studio talent in selected stations, including WCAU, WOR and WNAC.

Five Station Chain Formed On Coast

New Owners of WMCA Deny Connection With Group

Mr. King

FORMATION of a cooperative network of five stations in Southern California, to begin operation Oct. 31, was announced Oct. 27. To be called the Southern California Network, it includes KFWB, Hollywood, key; KMPC, Beverly Hills; KFOX, Long Beach; KFXM, San Bernardino, and KREG, Santa Ana.

Instrumental in aligning the project were Gerald W. King, who serves as manager; Jack Kiefer, KMPC, and L. W. MacDowell, KFOX. The announcement stated that success of the hookup is assured because "a large number of sponsors" have already secured time on the network.

The network, it was said, was formed mainly because it is impossible for any one station to completely cover Southern California. It is designed to give listeners in districts now unable successfully to pick up major stations the benefit of chain programs otherwise lost to them. Both commercial and sustaining features will be released.

A report that WMCA, New York, would feed programs to this network was denied by officials of the Federal Broadcasting Co., which recently took over operation of the New York independent. It was stated that soon after the organization of Federal a lineup of stations available for a new network was completed, extending as far west as Denver. No link farther west than that has been considered, it was asserted, and the network plans will not be divulged until the operation of WMCA is well along under the new policies inaugurated by Jack Adams, Federal president.

NO COMPLAINTS have been filed with the Canadian Radio Commission alleging violations of the Commission's recent ruling that advertising must not consume more than five per cent of the total time of any program, according to Commissioner Maher. The Commission leaves the checking of violations to the Department of Marine.

UNIQUE TUBES PROVE POPULAR

Graphite Anode Feature of Hygrade Sylvania Product Called Revolutionary by Chief Engineer

Mr. Replogle

FOLLOWING users' reports which are said to have more than confirmed the original laboratory tests, all Sylvania aircooled transmitting tubes produced in the electronics department plant of the Hygrade Sylvania Corp. at Clifton, N. J., are being equipped with the unique graphite anode.

"Because of previous attempts to produce transmitting tubes with carbon plates, the full import of this revolutionary development may not at first be appreciated," D. E. Replogle, chief engineer, said. "However, it should be noted that this is the first successful realization of not one but an entire line of transmitting tubes incorporating graphite plates and fully justifying the anticipated advantages.

"Our success in mastering the graphite anode for every type of transmitting tube is in large measure due to Victor O. Allen, assistant chief engineer and a technician long specialized in tube chemistry, who has been concentrating on this problem. He has finally evolved an unique chemical process whereby the carbon plate or anode, machined to precise size and shape, is purified or freed from binder, hydrocarbonates and amorphorus carbon or loose surface particles, being reduced to the pure or graphite form.

"It is this pure graphite anode that is mounted in our tubes. There are no impurities left to be given off during bombardment. Consequently, there is no spattering of particles on the inside of the glass bulb to decrease best radiation. There are no particles deposited on glass press or spacers, to cause troublesome leakage.

"Graphite anode tubes have 50 per cent greater heat dissipation. They can stand greater overloads. Lower operating temperature at anode prevents primary and secondary emission from the grid. Since graphite does not warp, uniform characteristics are maintained throughout life. The graphite also acts as a getter, keeping the tube hard at all times. Maximum life is assured.

"We are delighted with the reports from broadcasters and other users, who have had an experience of months of continuous operation. They confirm our own belief that the graphite anode represents the greatest advance in transmitting tube developments since thoriated tungsten filament was introduced several years ago."

McCosker is Promoted To President of WOR

ALFRED J. McCOSKER, director and general manager of WOR, Newark, was elevated to the presidency of the Bamberger Broadcasting Service, Inc., at a meeting of the board of directors of that organization Oct. 27. He succeeds Edgar S. Bamberger, also vice president of L. Bamberger and Co. department store, who resigned both offices to embark on a new business venture.

This is the second honor that has been bestowed on the WOR executive within the month, the other being his unanimous election to a second term as president of NAB in recognition of the efficient functioning of his regime during its first administrative year. Mr. McCosker has been with WOR for 10 years, nearly seven of which he has been its executive head.

Stevenson Heads KGBZ

THOMAS STEVENSON, former publisher of BROADCAST REPORTER, which was discontinued when he left Washington to go to Hollywood, has been appointed manager of KGBZ, York, Nebr. He reports that he has started a new community series in which 76 towns as far away as Omaha have accepted invitations of the station to stage community programs, carried one hour three nights weekly. Additions to his staff include Irma Perry, musical director; Inez Forsell, staff pianist; George Lund, orchestra leader, and Belva Blakeley, organist.

Famous First Facts

2,500 PROGRAM IDEAS

Famous First Facts is crammed with information about all sorts of famous events which have an unfailing human interest appeal. You can't get them in any other book. "More fascinating than the dictionary . . . something new. Everything from (A) first abdominal operation to (Z) first zinc mill."—*N. Y. Times.*

A Record of the First Happenings, Discoveries and Inventions in the U. S. by Joseph Nathan Kane. Cloth bound. 757 pp. Illustrated.

$3.50 postpaid.

H. W. WILSON CO., 950 University Avenue, N. Y.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

The Tugwell Bill

(*Continued from page 40*)

individuals who not only can, but find it absolutely essential to take daily doses of strychnine which would bring instant death to others. Common salt is one of the most dangerous of poisons if taken to excess. That is true with practically all other foods and drugs. Is it likely that any legislative enactment will be capable of practical interpretation, when based upon such indefinite and relative terms as "dangerous or patently contrary to the interests of public health"?

This section is followed immediately by the quotation of a long list of diseases. While in the main, many of these diseases represent ailments which are so complicated as to be difficult of treatment by any specific drug or combination of drugs; and while most of the diseases are the types for which no reputable manufacturer would offer a treatment, it should be borne in mind that many of the diseases mentioned in the list have been, are and will be throughout the realm of time, treated by package medicines of various types; and have been, are, and will respond to such treatments.

It is not within the province of this article, however, to discuss the relative efficiency of drugs for the treatment of the diseases listed, but rather to point out that in this long list of diseases listed will be found many which have baffled even the medical profession itself—many which in some instances respond, and in other instances do not respond to the accepted types of treatment prescribed. Yet this law would presume that the Department of Agriculture should set up lists of treatable diseases; would presume that they as laymen will be capable of determining which diseases can be treated with medicine and which can not. The selection of a medicine or a treatment for the disease is a matter which can only practically and ultimately be left to the decision of the patient, and if he desires, to the decision of the attending physician.

Boosts Physicians' Trade

THE LISTING of a group of diseases not subject to treatment by self-medication or otherwise, is a step far beyond the province of a department of government. There is no law constitutionally possible, which would grant such an unbounded authority to any one man or department. There is not, and never will be, such a provision within this or any other food and drugs act, capable of practical application.

Aside from the impracticability of this provision, however, it is particularly interesting to note that, after the listing of the names of the diseases, the act goes on to state: "except that no advertisement shall be deemed to be false under this paragraph if it is disseminated to members of the medical and pharmacological professions only or appears in scientific periodicals."

This provision, coupled with the mention of self-medication, which appears in the act in various sections, can only lead to the conclusion that it is the determination of the Department of Agriculture in the writing of this act to force the public at large to forego the practice of self-medication and to depend solely upon the medical profession for the treatment of disease. This in spite of the fact that there is admittedly a dearth of physicians in ratio to the total population today—this in spite of the fact that the physicians of today really acknowledge officially and otherwise, that the cost of medical care is entirely out of reason—far beyond the means of the average individual. This, in spite of the fact that the great percentage of illness, as the physicians themselves admit, will cure itself without the need of any medication.

This provision is an insult to the intelligence of millions of Americans who have constantly, throughout their lives, successfully practiced self-diagnosis and self-medication, and who have learned to depend upon the thousands and hundreds of thousands of helpful American drugs, and prepared medicines, for the treatment of their own minor ills.

It is interesting to note that this section assumes that an advertisement is false if it undertakes certain functions in the secular press; whereas it is not false if its influence is confined to scientific periodicals.

This is a provision which is a relic of the by-gone days, which led to the Reformation, when the people were foolishly deprived of the truth, prohibited from doing their own reading and thinking. It is just as impossible to prohibit the people from self-diagnosis and self-medication.

Is it conceivable that a department of government will attempt to set up a prescribed list of diseases which may be treated, and a list which may not be treated; a list which may be advertised, and a list which may not be advertised; that it will endeavor to set up a list of periodicals which can carry the advertising copy, and another list which can not? Is it conceivable that a department of government will endeavor to force the erring public to depend solely upon the advice of a group of men who are limited in number, and according to their own admission, in the practice of an indefinite profession, limited in ability to relieve all of the ailments of mankind?

Surely the medical profession will rise up in indignation against any such radical attempt of the Federal Government to regulate the policies of an industry, the practices of a profession, and the habits of a people along such utterly impractical and foolishly prescribed lines!

Further Restriction

IT IS interesting to note that this provision goes on also to grant, in a period apparently of imaginary emergency, authority to the Secretary of Agriculture to include in the list such additional diseases as may in his judgment be incapable of self-medication, or in which the practice of self-medication may be dangerous.

Practical application of this provision literally would lead to very serious embarrassment on the part of the medical profession itself, to say nothing of its effect upon the disruption of business and the sub-

WHO'S AFRAID
Of Friday, the 13th?—WBT Tests Fans' Superstitions

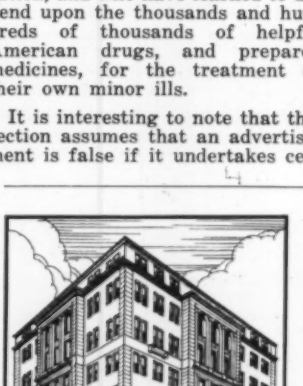
WBT, Charlotte, N. C., had fun with its listeners on Friday, the 13th, when it conducted a man in the street broadcast beneath a ladder and offered those who said they were not superstitious a mirror to break.

The question asked by the WBT reporter was, "Are you superstitious?" If the "man in the street" said "no", he was immediately invited to walk under the ladder and a 5-cent mirror was offered him to break. Although many walked under the ladder, only two out of 20 would stand there and deliberately break a mirror. Stunt had Charlotte talking and laughing for a week.

New Transmitter Site Expands Primary Area

WCAE, Incorporated

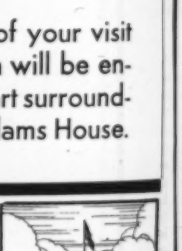
1220 Kc. PITTSBURGH, PA. 1000 Watts



Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.



HAY-ADAMS HOUSE

Opposite the White House

sequent discomfort to be suffered by the masses of the people so affected.

The full intent of this Section 9 is found in the last provision, in which the statement is made:

> Provided further that this paragraph shall not be construed as indicating that self-medication for diseases other than those named herein or designated by regulations of the Secretary under the authority hereof is safe or efficacious.

To a manufacturer who has gone through the discomforting experiences of facing an exacting department which requires everything of a manufacturer and admits nothing, this provision is a most laughable one. First, the provision attempts to lay down the rules for advertising; and its rules are rigid and so couched in indefinite terms as to encompass the entire field. Then it attempts to set up a list of forbidden diseases which the public shall virtually be prohibited from treating; and in the list is included practically every disease on which there can be any reasonable question. It then sets up the provision that the list may be added to should the Secretary see fit; and then, for fear that the provisions are themselves not sufficiently drastic, and that the field has not been thoroughly covered, and that the manufacturers of drugs for the treatment of such diseases are not sufficiently regulated, and their practices not sufficiently discredited, the department caps the climax by the provision which might as well read that self-medication should not be used for any diseases.

No Place for Government

WHAT CAN be the legal value of any such foolish provision? How could such a provision be justified by existing circumstances? Why is it necessary for a suggested act of Congress to go out of its way to question the validity of one of America's foremost industries; and how can a department, through this and other impractical and indefinite provisions in this peculiar bill, expect to regulate or suppress the habits of consumption and self-medication of the American public? Disease and its medication are a matter of necessity, and governed usually by the rules of necessity. Disease treatment is a field which can not and should not be usurped by government.

It is impossible to discuss all the provisions of this bill; but there is another section which deserves very careful consideration.

> Section 23 (a) The Secretary of Agriculture is authorized to prescribe such regulations as he may deem necessary for the efficient enforcement of the functions vested in him by the provisions of this act (other than the provisions of Section 20) including regulations with the force and effect of law as to notice the conduct of hearings by the Secretary. Regulations prescribed under this act shall be promulgated in such manner and take effect at such time as the Secretary of Agriculture (and in appropriate cases, the Secretary of the Treasury) shall determine.

This provision of the act, apparently reminiscent of the emergency days of the war under President Wilson, and the emergency days of the depression under President Roosevelt, vests in the Secretary of Agriculture supreme authority to act as czar of these three major industries. Indeed, this provision would seem to place in the hands of the Secretary of Agriculture authorities never even requested by the President of the United States, and far beyond any authority yet voted by Congress.

A careful study of the detail provisions of this act will show the wide latitude of authority granted by this "cure-all" Section 23. Such an authority is far beyond the will of a Democratic people and thoroughly out of accord with the history of our country. The condition of American politics is not such as to encourage the public to blindly grant such absolute control.

Effects of Enactment

AND NOW as to the ultimate effects of such an enactment. It is inconceivable that such loose-jointed, carelessly drawn legislation will be passed by Congress; or if passed by Congress, that it will be practical of application. But, granting that application can be successful even in a limited way, the inevitable effect of this legislation would be to discourage and ultimately eliminate advertising as an important factor in the present economic set-up. Such an act would seriously jeopardize the interests of broadcasting stations, of the periodicals and of the millions who are dependent directly or indirectly upon advertising for their support. Such an act, if properly applied, would so seriously regulate, that it would inevitably force out of existence a large percentage of the manufacturers of those products, as well as a large percentage of the retail and wholesale outlets for the sale of these products.

Such a result would be inevitable even if there were not a single individual in the entire food, drug and cosmetic field who is guilty of falsehood in advertising or irregularity in manufacture. The provisions of the act are so drastic, so unlimited in their scope, subject to such diversity of interpretation, that the act itself will ultimately have a stifling and disruptive influence upon industry and cause unlimited hardships upon the millions who all their lives have depended upon the poor man's doctor, prepared medicines. It is more than likely that the application of the act would cause such a disruption of industry as to bring about a wide-spread decrease in employment among advertising agencies, publishers, manufacturers, retail and wholesale dealers alike. The extent of such damage is incapable of estimation until the extent of the application of the act is more definitely known. It is safe to predict, however, that the more strictly the act is applied, the more completely it will disrupt the industries regulated, and the greater will be the unemployment caused. At this particular moment, in the face of the national emergency, such an outcome would be a calamity, and such an act would under such circumstances (as many reform movements do) cause more suffering and hardship than it can possibly do good.

This act so nearly touches the great American public through the suppression of "the poor man's doctor," the prepared medicine, that it is conceivable that it is capable of defeating the National Recovery Program itself. It embraces elements of danger which are so far-reaching as to touch every American home.

A. F. A. Views Set Forth On Tugwell Drugs Bill

THE STAND of the American Federation of Advertisers on the proposed Tugwell bill is stated in the October A. F. A. BULLETIN as being that it "believes existing requirements for truth in the labeling of foods and drugs should be extended to advertising, but it is against many of the provisions of the revised Pure Food and Drugs Bill." The federation's stand is formally stated as follows:

"We do not feel that 'the general agreement of medical opinion' is a fair criterion by which to determine whether an advertised statement is truthful, neither do we believe an advertiser should be adjudged guilty of false advertising if he publishes a statement which he has every reason to believe true."

REPORTS from Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, indicate that radio receiver sales may be setting new records. Crosley built and shipped more sets during the six months ending Sept. 30 than in any similar period, he said. Despite an increase of almost 100 per cent in employes, under the NRA, Crosley is 41,000 sets behind in filling orders.

Review Denied WLOE

WLOE, Boston, soon will be ordered off the air as a result of the refusal of the U. S. Supreme Court on Oct. 23 to review the circumstances involving the Radio Commission's order of last year deleting the station. Petitions for writs of certiorari were filed with the highest tribunal by the Boston Broadcasting Corp., and by William S. Pote, of Boston, applicant for the station, after the Court of Appeals of the District of Columbia had upheld the Commission's adverse decision, based on failure of the station to serve the public interest. The station has operated on the 1,500 kc. channel with 100 watts power.

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

AVAILABLE FOR SPONSORSHIP

"Birthday Greeters" Program

Big Result Getter

Write Roy Thompson

"Voice of the Alleghenies"

THOSE KIDS

Are waiting for your product. Give them a great program and an original gift.

Tell them to get busy and they'll run circles around their communities. High pressure salesmanship—Profits.

* * * * * * * * *

The finest broadcasting investment you ever made—watch the labels come in—every label a sale.

* * * * * * * * *

I'm broadcasting to children five nights a week with extraordinary results. This experience can be yours.

* * * * * * * * *

We control scores of EXCLUSIVE, ORIGINAL devices for children's gifts and give-aways and MERCHANDISING PLANS with which to test your features. Station operators and advertising agencies write or wire.

Thornton Fisher

Eleven Years on the Air

Office and Studio

104-12 CONTINENTAL AVENUE, FOREST HILLS, L. I., NEW YORK

SPOT NETWORK INDEPENDENT

The Other Fellow's Viewpoint . . .

Radio in Far East

To the Editor of BROADCASTING:

In your issue of BROADCASTING dated Aug. 15, 1933, I note on page 40, an article written from an interview which I had with your representative in San Francisco. I would like to take this opportunity to correct the statement that there are approximately 1,000,000 radio listeners in the Far East, including Japan, Australia, New Zealand, the Philippines, the China Coasts, Malay Peninsula, Dutch East Indies, Singapore, Siam, and French Indo-China. This is in error, undoubtedly, due to the misunderstanding of your representative, inasmuch as Japan alone, has 1,500,000 radio sets registered and paying license fees. This means that in Japan alone, there must be around 10,000,000 listeners, based on the fact that the radio set in the Far East has considerably more listeners per set than they do in the United States. Further, Australia and New Zealand, from the information that I have at hand, have approximately 1,000,000 radio listeners in their own country. Shanghai alone, that is to say, the International Settlement, has approximately 80,000 radio sets, which would give them an audience of around 500,000 listeners. All told, including the countries listed in the account on page 40, there are at least, 15,000,000 radio listeners with a total number of approximately 2,000,000 radio sets.

B. H. SILEN,
Manager, KZRM,
Sept. 19, 1933. Manila, P. I.

WJJD Drops Appeal

DISMISSAL of the appeal of WJJD, Chicago, from the Radio Commission's decision denying it continuance of special authority to operate after sunset, was requested in a notice filed with the Court of Appeals of the District of Columbia Oct. 24, by Paul M. Segal and Geo. S. Smith, counsel for the station. The Commission had withdrawn the special authority after KSL, Salt Lake City, dominant station on the channel, had declined to consent. The Utah station, it is reported, now has given its consent.

Branch Artist Bureau

RADIO ARTISTS' BUREAU of Joyce-Selznick theatrical agency, Beverly Hills, Cal., will open a New York branch early in November. Allan Simpson, of the home office, will select the staff. Eastern quarters will be at Leyland Harward, Inc., New York City.

Direct Mail and Radio

(*Continued from page 15*)

happy relationship with the men and women whose destinies he is guiding.

In their own way, all microphone personalities, large and small, project themselves not merely into the living rooms but into the hearts of the listeners who appreciate them. Many of these personalities are the radio representatives of everyday articles, utility products, household brand names. They endow these products with something of their own personalities and they give listeners a new interest in the products which they represent.

Making Most of Appeal

THEREFORE, since we know this interest exists—you know it as well as I do—why not make use of it? Whether you are preparing a broadside for dealers, a cookbook for housewives, a sporting goods catalogue for men, or a picture puzzle book for children, why not take more advantage of the personality appeal of the radio programs, sponsored by the advertiser who is issuing the mailing piece? This applies both to pieces which are definitely planned as radio tie-ins and to pieces which have nothing directly to do with the advertiser's radio program. In getting over the main story of your printed piece, it will always help you to get under the skin of the reader if you can remind him of a radio program which has given him pleasure. That is one of the big things radio can do for direct mail.

That is what Ed Wynn has done for Texaco, with its amusing series of Ed Wynn cartoon postcards sent out by dealers; what Rin Tin Tin has done for Chappell's Ken-L-Ration, with its dog booklet offered over the air; what the Mystery Chef has done for Davis Baking Powder, with his unusual cookbook. These are just a few of the advertisers who have made use of their radio personalities in effective mailing pieces directed either to the listener or to the dealer.

Broadcast advertisers want good ideas for direct mail tie-ins with their radio programs, but they don't want to subordinate their main task of selling more goods to the building up of their program talent. It is only a means to an end. Direct mail addressed to dealers should tell not only what the program is, but why it is being broadcast, and how it will help their sales. Direct mail which is planned to build an audience, should also if possible sow the seeds of interest in the product advertised. Speaking generally, the mailing sent to listeners who have written for a sample or a novelty should do more than thank the listener for his or her interest they should aim at increasing sales.

Importance of Cooperation

I DO NOT apologize for making such an elementary statement. I make it because I am afraid we all have a natural human tendency to become absorbed in our work for its own sake. We look at a clever mailing piece and relish its finer points, sometimes overlooking its main purpose in the advertising scheme. I believe that just as the best architecture is based on sound functional lines, the best direct mail never loses sight of the job it has to do.

In teaming up direct mail with radio, we might do worse than think of radio as the field artillery, engaged in a big bombardment for business. Direct mail embraces the machine gun battalion, the snipers, and the wire cutting detachment, taking care of the details, filling in gaps in the firing line, clearing obstacles and wiping out obstructions.

Both units are necessary in the well balanced army. Neither can do the other's job—but if they work together, as a team, they'll take a lot of beating!

Five Foreign Accounts

CONQUEST ALLIANCE Co., New York, foreign station representatives, announces that five more radio advertisers have signed radio contracts to promote export sales. Packard Motor Co. will use WKAQ, San Juan, Porto Rico, with semi-classical musical presentations, and Kolynos toothpaste, Bourjois cosmetics and Maravilla Cream Oats have signed for time on the same station. Maravilla has also increased its schedule on YV1BC, Caracas, Venequela, due to the success of an earlier campaign. Hudnut Sales will shortly open a campaign in the Hawaiian territory with transcriptions on KGMB, Honolulu.

Statement of Ownership, Management, Circulation, etc., Required by the Act of Congress of August 24, 1912

Of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1933.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared F. Gaither Taylor, who, having been sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—MARTIN CODEL, Washington, D. C.
Editor—SOL TAISHOFF, Washington, D. C.
Business Manager—F. GAITHER TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgage or other securities are: (If there are none, so state.) None.

F. GAITHER TAYLOR.

Sworn to and subscribed before me this 14th day of October, 1933.

JULIE M. MAYER.
(Seal) *Notary Public.*
(My commission expires July 15, 1936.)

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

G. H. WINTERMUTE
Frequency Monitoring Service
9420 Jones Mill Road
Telephone WIsconsin 3181
Chevy Chase, Md.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Business executive and program director position open in small station. Furnish credentials, photograph, experience. Address Box 129, BROADCASTING.

Situations Wanted

Chief Engineer will assume technical charge of a progressive station. Fourteen years' experience includes design, construction, station and studio installation, coverage surveys, frequency measurements, synchronization, television and recording, etc. Thoroughly familiar with all types and powers of transmitters. No problem too difficult for personal analysis and solution. Paramount engineering guaranteed. Box 130, BROADCASTING.

NRA National Radio Announcer desires to connect with station where ability and initiative count. Metropolitan experience? Yes! Theatre, newspaper, seven years radio. Copy, production, announcing. American, 35, married. Salary? It's up to you! References available. Box 131 BROADCASTING.

Manager or sales manager—Thoroughly experienced with excellent six-year radio record, both large and small stations. Also seven years general advertising background. Familiar with details of program building and production. References. Box 132, BROADCASTING.

Broadcast Equipment

Want the circuit of a new wide fidelity remote amplifier? You can build it yourself. Send for drawing S-259. No obligation. Jenkins & Adair, Inc., 3333 Belmont Ave., Chicago.

Like a Miracle*

At 9 P. M. Saturday, October 14th, a half hour program via the new Wide Range Vertical Recording was put on the air over station WOR. This was the *first time* that this type of program had ever been broadcast on the regular schedule of a leading station. The response was astonishing. Letters poured in to the World Broadcasting System from a listening audience—like a cry of gratitude. Many of these were from persons who had never before responded to a radio program. Comments from a small percentage of these letters chosen at random are reproduced on this page.

To me, this program was little short of sensational. Having listened to many of the electrical transcriptions now in vogue, with their very inferior and unnatural tone quality, this new method actually held me spell-bound... The features of this broadcast that made a tremendous impression on me were the brilliancy and the uncanny separation of the instruments of the orchestras.

—C. S. Garden City, N. Y.

Never did I hear such clear reception. Your selections were as clear as crystal. The tone quality was remarkable. The entire reception was perfect.

—J. B., Bronx, N. Y.

The new type transcription is startling in its clarity and tonal qualities. It was so definitely superior that we can only describe the result as better than a direct broadcast. It had absolutely no indicia of the usual transcription. *—R. B. W., Englewood, N. J.*

Let me voice enthusiastic approval of the new recording device broadcast over WOR —A remarkable and splendid performance— I am anxious to see its general adoption as soon as possible.—*W. J. W., W. 59th St., N. Y.*

Your new vertical transcriptions came over the air amazingly well. The voices and music sounded even clearer, finer and better than they would have in original form.

—J. L. R., W. 45th St., New York

Do you remember the stereoscope of days gone past, how it brought the views into an impression of deep relief? That is my idea of the improvement. It gives to my radio a new sphere. All radio music has heretofore impressed me as being on a plane—with no depth below the surface of that plane. Tonight's music was a revelation.

—J. B. K., W. 23rd St., New York

Music and singing received in a true, full and natural tone. Every pitch from the lowest to the highest ranges susceptible to the ear, was faithfully, fully, and clearly heard. Varying the power control did not alter the quality at all. Switching to another station—striking contrast instantly apparent.

—E. D., Maplewood, N. J.

This is the first "fan" letter I have ever written, but I owe it to you for the remarkable demonstration from WOR that you made Saturday night of the capacity of vertical transcription to record and reproduce brilliant and beautiful details of instrumental and vocal music beyond what I have ever heard before over the radio.

—G. D., Exchange Place, New York

*I have just been listening for the past half hour to a demonstration from WOR of the new wide range Western Electric transcribing system. It sounded to me absolutely perfect. It really seemed to me *like a miracle.*

—W. S. D., Summit, N. J.

There is little doubt in my mind that your demonstration from WOR tonight marks a new departure for radio broadcasting. Particularly noticeable to me was the effect of "spacing" of the various instruments. Sort of a musical stereoptican view. I thought that the clearness of the high tinkle of the triangle was more impressive than the low notes.

—H. E. K., Woodhaven, N. Y.

Although I have never before expressed my opinion on any subject heard via the radio, I take great pleasure in submitting my humble opinion of your Saturday evening broadcast. It was particularly interesting to me as I am a sound engineer and am interested in any new strides made in the development of quality reproduction. I thought the "Belle of Barcelona" and "My Hero" were exceptionally fine examples of the strides made along these lines by the Western Electric Company.

—F. A. C., Maspeth, L. I.

We feel that our somewhat moribund interest in the radio will be revived and that greater pleasure than we ever hoped for is to come over the air. We salute the scientists who have achieved this wonderful advancement. *—H. W. B., Claremont Ave., New York*

All of the music that was broadcast last night sounded like the original rendition. To me it was perfectly marvelous and I think you people have solved the problem of the reproduction of music.

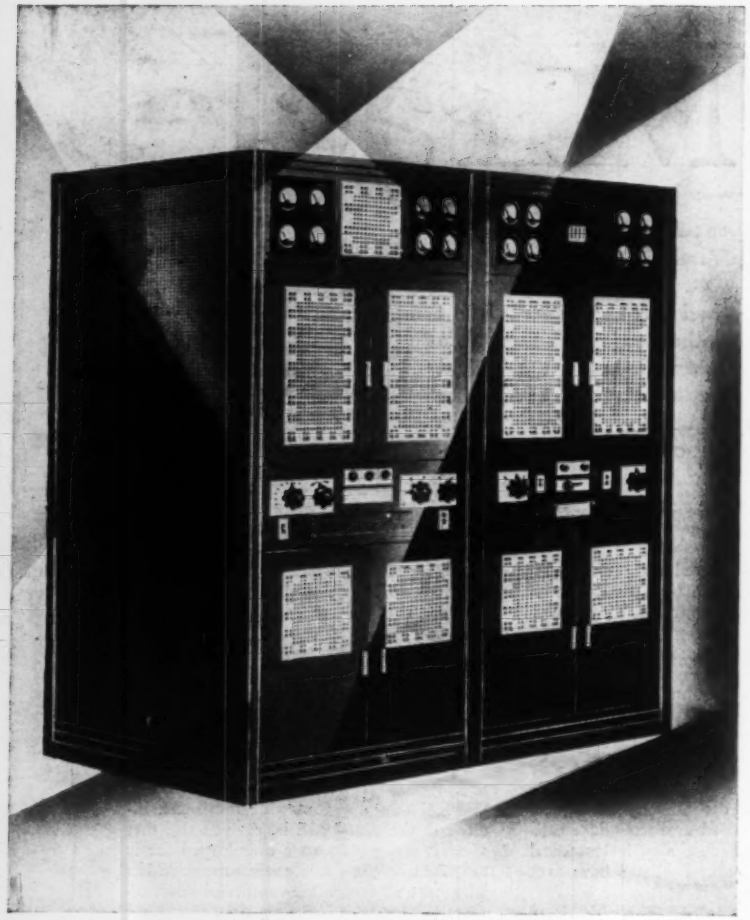
—L. P., Broadway, New York City

Wide range vertical recording

New Program Service by WORLD... Big Opportunities for increasing Station Income

Station Manager!—Write for the facts about the new WORLD SUSTAINING PROGRAM SERVICE using Wide Range Vertical Recording. Three thousand (3000) numbers. 8 hours a day. Greatest radio talent. Every type of music. Popular up-to-the-minute hits from Broadway and Hollywood. Ideal for local sponsorship. The newest thing in radio... ASK FOR THE FACTS... NO OBLIGATION IN THAT.

WORLD
BROADCASTING SYSTEM
INC.
50 WEST 57TH STREET, NEW YORK, N. Y.
Offices and Recording Studios at
400 West Madison Street, Chicago, Illinois
1040 North Las Palmas Avenue, Hollywood, California
Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensees



The new RCA Victor Type "1-D" One-K.W. Transmitter—A modern and attractive Design

The MODERN RCA VICTOR ONE K. W. TRANSMITTER TYPE "1D"

RADIO HEADQUARTERS takes pride in introducing this advanced-design one-k.w. broadcast transmitter, in anticipation of the great improvements being made in broadcast receiving sets, and the general trend towards extended audio frequency range of microphones and remote pickup telephone lines.

NOTE THESE OUTSTANDING FEATURES:

EFFICIENCY
Uses Class B High Level Modulation.

ECONOMY
Low Installation Costs, Lowest Operating Cost of Any Standard Transmitter.

SIMPLICITY
AC Operated, Self-Contained, No External Auxiliaries.

COMPLETELY EQUIPPED
Cathode Ray Modulation Indicator, Dummy Antenna, and High Fidelity Monitor, all built in.

CONVENIENCE
Centralized Controls, Unitary Voltage Compensation.

RELIABILITY
Automatic Protection, High Safety Factor.

FIDELITY
Faithful Reproduction, Lowest Distortion.

FLEXIBILITY
Readily Adaptable for Power Changes.

MODERN APPEARANCE
Designed According to Dynamic Symmetry, Finished in White Metal and Three Tones of Gray.

COMPLETELY GUARANTEED
Protected by Patents.

Radiotron complement designed for efficiency, economy and convenience of maintenance, as follows:

EXCITER UNIT	AMPLIFIER UNIT
1 RCA 843	4 UV 204-A
1 RCA 865	2 UV 849
5 UV 203-A	4 UV 872
2 UV 845	1 Cathode Ray Tube
2 UV 872	

UNUSUAL — ADVANCED — MODERN

RCA VICTOR CO., INC.

CAMDEN, N. J., U.S.A.
"Radio Headquarters"

New York: 153 E. 24th St. Chicago: 111 N. Canal St. San Francisco, 235 Montgomery St.
Dallas: Santa Fe Bldg. Atlanta: 150 Walton St., N. W.
BRANCH OFFICES IN: Rio de Janeiro—Yokohama—Shanghai—Buenos Aires—Santiago (Chile)

65

BROADCASTING

combined with

Broadcast Advertising

THE JOHNS HOPKINS UNIVERSITY
NOV 17 1933
LIBRARY

Published Semi-Monthly

Vol. 5 No. 10

WASHINGTON, D. C.
NOVEMBER 15, 1933

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

NRA MEMBER U.S. WE DO OUR PART

NRA MEMBER U.S. WE DO OUR PART

Stan Hubbard OFFERS

A gift of thirteen 15-minute periods—chargeable to advertising — to any advertiser or agency who will make an authentic survey of Minneapolis and St. Paul (the Twin Cities) which fails to prove that KSTP occupies—now as always—the leading position.

Minneapolis **KSTP** St. Paul